

VIRGINIA SLIMS OF LOS ANGELES

PRIZE MONEY: \$350,000

LOCATION: Manhattan Country Club

PROMOTER: Jerry Diamond (Promoter)  
Jan Diamond (Director)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: \$280,000

1ST PAYMENT AMOUNT (80%) \$224,000 Due 7 Days Prior to Event  
2ND PAYMENT AMOUNT (20%) \$ 56,000 Due Final Sunday

ADVERTISING BUDGET: \$ 120,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager,  
Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator,  
Operations, submits to promoter.

SALES FORCE CONTACT: SOPM - Section Office #55.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with  
Presenter.

TICKETS: Order 2 additional boxes of four for week-end. Watch  
closely for locations of contractual seats. Also, order  
balcony table of four seats 6 months in advance.  
Corporate Affairs also buys a table.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter  
and Sales Force Contact.

SAMPLING: Yes.

PRO-SHOP: Yes.

SALES FORCE PARTY: On-site poolside brunch.

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VIRGINIA SLIMS OF WASHINGTON

PRIZE MONEY: \$350,000

LOCATION: William H.G. Fitzgerald Tennis Center

PROMOTER: ProServ -- Josh Ripple (Promoter)  
Jeanne Ford (Manager)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: \$280,000

1ST PAYMENT AMOUNT (80%) \$224,000 Due 7 Days Prior to Event  
2nd PAYMENT AMOUNT (20%) \$ 56,000 Due Final Sunday

ADVERTISING BUDGET: \$ 100,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List. - Named Events.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: Section #21, SOPM.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Diagram with presenter.

TICKETS: Manager, Operations distributes.  
Monitor locations carefully and in advance.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter and Sales Force contact.

SAMPLING: Yes.

PRO-SHOP: Yes, with booth.

SALES FORCE PARTY: On-site in hospitality tent.

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VIRGINIA SLIMS OF CALIFORNIA

PRIZE MONEY: \$350,000

LOCATION: Oakland Coliseum

PROMOTER: IMG - Eric van Dillen (Promoter)  
Peter Tatum (Director)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: \$280,000

1ST PAYMENT AMOUNT (80%) \$224,000 Due 7 Days Prior to Event  
2ND PAYMENT AMOUNT (20%) \$ 56,000 Due Final Sunday

ADVERTISING BUDGET: \$ 110,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List. Tournament uses Virginia Slims poster only. They print their own counter card, brochure and drawsheet.

TOURNAMENT MATERIALS: See Tournament Materials List. - Named Events.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager, Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator, Operations, submits to promoter.

SALES FORCE CONTACT: Section #53, SOPM.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Diagram with presenter.

TICKETS: Manager, Operations distributes.

TEAR SHEET: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter and Sales Force contact.

SAMPLING: Yes.

PRO-SHOP: Yes, with booth.

SALES FORCE PARTY: On-site.

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VIRGINIA SLIMS OF NASHVILLE

PRIZE MONEY: \$150,000

LOCATION: Maryland Farms Country Club

PROMOTER: ISM - Jays Hans/David Lieberman (Promoter)  
Sandy Towers (Tournament Manager)

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: \$ 120,000

1ST PAYMENT AMOUNT (80%) \$ 96,000 Due 7 Days Prior to Event  
2ND PAYMENT AMOUNT (20%) \$ 24,000 Due Final Sunday

ADVERTISING BUDGET: \$ 25,000                      Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager,  
Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator,  
Operations, submits to promoter.

SALES FORCE CONTACT: SOPM-Section Office #31.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram.

TICKETS: No problem (allocate majority to Sales Force).

TEAR SHEETS: Public Relations Director collects from promoter on-  
site.

CHECK PRESENTATION: Local Sales Force.

SAMPLING: Yes.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: Yes on site.

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VIRGINIA SLIMS OF PHILADELPHIA

PRIZE MONEY: \$350,000

LOCATION: Philadelphia Civic Center

PROMOTER: IMG - Barbara Perry

VIRGINIA SLIMS CONTRIBUTION TO PRIZE MONEY: \$280,000

1ST PAYMENT AMOUNT (80%) \$224,000 Due 7 Days Prior to Event  
2ND PAYMENT AMOUNT (20%) \$ 56,000 Due Final Sunday

ADVERTISING BUDGET: \$ 120,000 Due 2 weeks after approval

P.O.S. MATERIALS: See P.O.S. Materials List.

TOURNAMENT MATERIALS: See Tournament Materials List.

ADVERTISING SCHEDULE: To be submitted by promoter to Manager,  
Virginia Slims Tennis.

TICKET ALLOCATIONS: Minimum 21 days in advance Coordinator,  
Operations, submits to promoter.

SALES FORCE CONTACT: TBA.

TOURNAMENT FACILITIES/SIGNAGE: See Standard Court Diagram with  
Presenter.

TICKETS: Manager, Operations distributes.

TEAR SHEETS: Manager, Operations collects from promoter on-site.

CHECK PRESENTATION: Manager, Operations coordinates with promoter  
and Sales Force contact.

SAMPLING: Yes.

PRO-SHOP: Yes - booth & merchandise.

SALES FORCE PARTY: TBA.

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Non-Named Events

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CONTRACTUAL OBLIGATIONS FOR NON-NAMED EVENTS  
(According to 1991 Rules and Regulations)

1. Tobacco products exclusivity.
2. Right of first opportunity for beer sponsorship.
3. All press releases when referring to the bonus pool, the rankings and/or bonus pool standings, must refer to them as the "Virginia Slims Rankings", the "Virginia Slims Bonus Pool" or the Virginia Slims Bonus Pool Standings".
4. "Virginia Slims Rankings" and Virginia Slims Bonus Pool" must be referenced on the Kraft General Foods leaderboard which is to be placed at a prominent position on-site.
5. The right to produce and distribute press releases about or relating to the Tour.
6. The right to visualize and promote logos and symbols on press releases and leaderboard and on any additional commercial identification negotiated with individual Tour tournaments (United States only).
7. With the agreement of the related tournament, right to distribute posters, banners, brochures and other similar consumer-related "give-away" items only to spectators attending Tour events within the United States.
8. Operations space and press room space at each Tour event free of charge in the United States, to be shared with Kraft General Foods.

Space in the press room for Slimstat.

Outlets for at least two telephone and fax lines in operations and press room spaces.

Virginia Slims will reimburse the tournament for any costs and expenses associated with structural and decorative supplies.

In Europe and the Rest of the World, space in the press room will be shared with Kraft General Foods.

9. The right to negotiate with individual tournaments in the United States for additional commercial benefits.

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CONTRACTUAL OBLIGATIONS FOR NON-NAMED EVENTS  
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10. In the United States, receive at least two complete sets of press credentials and two complete sets of operations passes.

Outside of the United States, receive at least two complete sets of press credentials and two VIP passes.

11. The right to purchase ten priority seats.

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CREDENTIAL REQUESTS

(All requests made by Program Administrator except where otherwise noted)

<u>TOURNAMENT</u>	<u>REQUEST DATE</u>	<u>CONTACT</u>
Australian Open	November 1	Tony Peek Tennis Australia Private Bag 6060 Richmond South, Victoria 3121 Australia
Lipton International Players Championships	February 15	Brook Wallace Lipton International Players Championships 444 Brickell Avenue Suite 250 Miami, FL 33131
French Open	March 15	Patrice Clerc Federation Francaise de Tennis Stade Roland Garros 2 Avenue Gordon Bennett 75016 Paris, France (Manager, Operations, arranges w/KGF's assistance)
Wimbledon	March 31	Christopher J. Gorringer The All England Lawn Tennis & Croquet Club Church Road Wimbledon, SW19 5AE England
United States Open	July 15	United States Tennis Association 1212 Avenue of the Americas New York, NY 10036 Public Relations: Ed Fabricius Staff: Marshall Happer

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**GRAND SLAM EVENTS/  
LIPTON INTERNATIONAL  
PLAYERS CHAMPIONSHIPS**

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The Atlanta  
Two Atlanta Plaza Suite 611  
Coral Gables, Florida 33134  
305 444 2200  
Fax 305 444 9080

PLATINUM SPONSORSHIP AGREEMENT FOR THE 1991  
LIPTON INTERNATIONAL PLAYERS CHAMPIONSHIPS

This shall constitute a Platinum Sponsorship Agreement between Virginia Slims ("Sponsor") and Lipton Sports, Inc. (LSI) with regard to the 1991 Lipton International Players Championships ("Tournament") to be held March 15 through March 24, on Key Biscayne, Florida.

1. SPONSOR'S RIGHTS. Sponsor will be designated as "The Official Cigarette of the Tournament". Sponsor may include this designation in connection with advertising and promotions during the term of this Agreement, subject to the other provision contained in this Agreement.

2. SPONSOR'S BENEFITS. LSI agrees, subject to the provisions of this Agreement, to provide or do the following for the Sponsor's benefit:

A) SPONSOR IDENTIFICATION

- 1) Two (2) on-court signs bearing the Sponsor's corporate identification positioned on the sidewalls of the Stadium Court.
- 2) Signage bearing Sponsor's corporate identification positioned on the top of the East and West Stands of Court One.
- 3) Regular announcements on the Electronic Scoreboards throughout the Tournament Site regarding Sponsor's affiliation.
- 4) Recognition on the Sponsor Board, prominently located on the Tournament grounds.
- 5) Corporate identification on Sponsor's Courtside Boxes.

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Platinum Sponsor Agreement

B) ADVERTISING

- 1) Two (2) full-page, four color advertisements in the Official Tournament Program.
- 2) Acknowledgement in the Official Tournament Program as a Platinum Sponsor.
- 3) The right to incorporate Sponsor affiliation with the Tournament in advertising programs and promotions for the duration of the Sponsor contract.
- 4) Sponsor agrees to sponsor a special Street Match to be played in Downtown Miami immediately prior to the Tournament. LSI is responsible for the costs of staging the event.

C) TOURNAMENT PROGRAMS

- 1) Fifty (50) Official Tournament Programs.

D) COURTSIDE BOXES, TICKETS AND PASSES

- 1) Sixteen (16) Courtside Box Seats for all sessions.
- 2) Access to the Sponsor Seating Area on Court One for guests holding Sponsor's Courtside Boxseat Tickets.
- 3) Sixteen (16) Inner Circle reserved seat tickets for all sessions.
- 4) Fifty (50) reserved seats for the Platinum Sponsor Promotional Session.

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## Platinum Sponsor Agreement

- 5) A fifty percent (50%) reduction on additional reserved seat tickets for the Platinum Sponsor Promotional Session (Limited availability).
- 6) Two (2) VIP on-site parking passes.
- 7) Sixteen (16) VIP parking passes for Parking Lot #3, Crandon Park.

## E) SPONSOR PROMOTIONS

- 1) The use of one (1) ten foot by ten foot (10'x10') Display Booth on the Tournament grounds to display products and distribute collateral materials. Any additional costs related to the decoration and operation of the Display Booth will be borne by the Sponsor.
- 2) The use of the Official Tournament Gazebo during the Sponsor Promotional Session. Any additional costs related to the decoration and operation of the Gazebo will be borne by Sponsor.
- 3) The right to provide products and/or services to players, press and other Tournament VIPs.
- 4) Professional staff assistance in designing promotions and creating Tournament related marketing programs.

## F) CLIENT ENTERTAINMENT

- 1) One (1) first class, complete Hospitality function, to be paid for by the Tournament, for up to forty (40) persons. This function may be held from March 15 through March 22 (Sessions 1-16). Any additional costs above the standard menu and decorations package will be borne by the Sponsor. Additional guests or functions may be added at a special sponsor rate.

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## Platinum Sponsor Agreement

- 2) Tennis Clinic for 16 Sponsor guests conducted by a well known tennis celebrity.

## G) VIP SERVICES AND CLOTHING

- 1) Access to and use of the Sponsor Pavilion, a lounge and sponsor business center, complete with telephones, copier, facsimile and message center.
- 2) Assistance from a professional staff Sponsor Coordinator to assist Sponsor and guests.
- 3) Assistance in arranging food, beverage and entertainment for the social function (s) of the Sponsor's choice.
- 4) Four (4) warmups with the Tournament logo and identification as a Sponsor.

## H) SPONSOR ENTERTAINMENT

- 1) Invitations for four (4) persons to attend "LIPTON AT THE OPEN", to be held in Miami at the International Tennis Center during the U.S. Open.
- 2) An invitation for one (1) person to participate with ATP and WITA Tour Professionals in the Sponsor Cup Pro-Am to be held immediately prior to the Tournament. Invitation to the Sponsor Cup Pro-Am awards presentation and barbecue for sponsor participant and guest.
- 3) Guests holding Sponsor's Courtside Boxseat tickets will be granted access to the Center Court Marquee, a private a la carte restaurant for Sponsor, Patrons and Boxholders, serving lunch and dinner.

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## Platinum Sponsor Agreement

4) Invitations for sixteen (16) persons to attend the annual Celebration Party.

3. ADVERTISING APPROVALS. Sponsor agrees that any advertising and promotional uses by it of the sponsorship rights herein granted or the Tournament name or logo will be subject to the prior approval of LSI. Sponsor agrees to protect, indemnify and hold harmless LSI and the Tournament from any and all expenses, damages, judgements, claims, suits, actions, and costs whatsoever arising out of or in any way connected with (i) any advertising materials furnished by or on behalf of Sponsor (ii) any promotional uses by Sponsor of the sponsorship rights herein granted or (iii) any uses by Sponsor of the tournament name or logo. Sponsor will exactly duplicate the logo as it appears in the official stats and will at all times set forth the name of the Presenting Sponsor. All permitted uses of the Tournament name and/or logo shall be accompanied by an appropriate trademark notice and such use will be consistent with the high standards of quality and goodwill associated with the Tournament.

4. PRODUCTS AND SERVICES. Sponsor shall be permitted to advertise, sell or promote only those products or services as may be agreed to by LSI and only for as long as Sponsor complies with all of its obligations and other conditions hereof.

5. COMPENSATION. In consideration of the Tournament sponsorship rights herein, Sponsor agrees to pay to LSI the sum of Eighty thousand dollars (\$80,000.00), Forty thousand dollars (\$40,000.00) will be payable upon the execution of this Agreement and the balance of Forty thousand dollars (\$40,000.00) on or before January 1, 1991.

6. TERM. The term of this agreement shall commence on the date executed by both Sponsor and LSI and will terminate at the conclusion of the Tournament. The termination of this Agreement shall not discharge Sponsor from any unfulfilled obligation arising prior to the effective date of the termination, specifically to include any goods or services to be provided to LSI by the Sponsor that have not been received or used by LSI.

7. NOTICES. All notices required or permitted to be given hereunder by either party shall be deemed to be properly given if delivered in person or sent by telegram, overnight mail delivery or by registered mail/return receipt requested, postage prepaid to LSI or Sponsor at their respective addresses set forth in this Agreement.

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## Platinum Sponsor Agreement

8. RESERVATION OF RIGHTS. All rights not herein specifically granted to Sponsor shall be and remain the property of LSI to use in any manner that LSI deems appropriate.

9. JOINT VENTURE. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between Sponsor and LSI. Neither party shall have any right to obligate or bind the other party in any manner whatsoever except as provided herein.

10. GOVERNING LAW. This Agreement shall be construed and governed in accordance with the laws of the State of Florida. Venue shall be in Dade County, Florida.

11. EXECUTION AND DELIVERY REQUIRED. This instrument shall not be considered to be an agreement or contract nor shall it create any obligation whatsoever on the part of LSI or Sponsor, or either of them, unless or until it has been signed by duly authorized representatives of both LSI and Sponsor and delivery has been made of a fully signed original.

12. ENTIRE AGREEMENT. This Agreement constitutes the entire Agreement between Sponsor and LSI with respect to the subject matter hereof and supersedes all prior agreements whether written or verbal. No change, modification, termination or discharge of this Agreement shall be valid or enforceable against either of the parties hereto unless it is in writing and signed by both Sponsor and LSI.

13. ATTORNEYS FEES. In the event that LSI commences litigation or retains counsel to enforce the terms of this Agreement, LSI shall be entitled to recover its attorney's fees incurred in pre-trial proceedings, court proceedings, and those incurred on appeal together with all of such counsel's costs and disbursements.

14. LIMITATION OF ACTION. In the event of the breach of any of the terms of this agreement by LSI, Sponsor agrees that Sponsor's sole remedy shall be an action for monetary damages exclusive of consequential damages.

15. EVENTS OF INTERRUPTION. The obligations of Sponsor under this Agreement will not be affected by weather or climatic conditions, or the occurrence of casualties, strikes or acts of God which result in the canceling of any session or suspending of the Tournament unless LSI specifically consents thereto. In the event that the Tournament is delayed or rescheduled, Sponsor's rights and obligations hereunder will be suspended until and extended to the Tournament as so rescheduled.

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Platinum Sponsor Agreement

16. INDEMNIFICATION. Sponsor agrees to indemnify and hold LSI harmless from any claim, liability or obligation whatsoever relating to any obligations to be performed or of any acts of or failure to act by any employee, agent or invitee's of Sponsor in connection with this Agreement.

17. COMPLIANCE WITH APPLICABLE LAWS. Sponsor agrees that it will perform its obligations under this Agreement in accordance with all applicable laws and regulations and that it will indemnify and hold LSI harmless for any failure by it or its agents, employees or invitee's to comply therewith.

18. LICENSES AND PERMITS. Sponsor shall at its own cost and expense, apply for and secure any and all permits and/or licenses which may be necessary for the performance of its obligations under this Agreement.

19. ASSIGNABILITY. Sponsor's benefits, rights and obligations under this Agreement are not assignable without the prior written consent of LSI, which LSI may withhold in its sole discretion.

20. BINDING EFFECT. This Agreement shall be binding upon and shall inure to the benefits of the parties hereto, their heirs, successors, executors and assigns.

21. INVALIDITY OF PROVISION. If any provision of this Agreement is held to be invalid, it shall not have the effect of invalidating any other provision of this Agreement each of which shall nevertheless remain binding and effective between the parties hereto.

22. DEFAULT. In the event that Sponsor fails to perform any of its obligations under this Agreement, LSI, at its election, may immediately terminate this Agreement and all of Sponsor's rights and benefits hereunder. LSI will have the right to pursue all of its rights and remedies at law and in equity against Sponsor for damages resulting from Sponsor's default hereunder.

23. RIGHT TO RENEW. Sponsor will have the first opportunity to negotiate for the 1992 Tournament for a period of thirty (30) days after the 1991 Tournament.

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24. GENERAL CONDITIONS. Sponsor agrees to abide by the following General Conditions relating to its use of Sponsor's rights and benefits hereunder:

(a) Submit to LSI for approval, the design and/or layout of Sponsor's marquee, booth or other space including signage, materials, decor, furnishings and equipment, all of which shall be supplied at Sponsor's sole cost and expense.

(b) Be responsible for the conduct, dress and appearance of its employees or agents and agrees that they will maintain the high level of quality and taste required by the Tournament.

(c) Sponsor agrees that its employees or agents must have the appropriate security badge to enter the tournament grounds and that the Tournament may refuse to issue or may revoke a badge at its sole discretion.

(d) Sponsor shall man or operate its marquee, booth or other space at all times the tournament grounds are open to the public unless otherwise provided.

(e) Maintain its space in a clean, neat and orderly fashion and deposit any trash or waste in the containers designated by the Tournament.

(f) Sponsor shall furnish a certificate of insurance coverage of at least \$1,000,000 naming Tournament and LSI as additional insured thereunder.

(g) Sponsor agrees that the Tournament will not be responsible for loss, damage or theft of any equipment, materials or other Sponsor property while located on the tournament grounds.

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Platinum Sponsor Agreement

EXECUTED ON BEHALF OF LIPTON SPORTS, INC.:

By: \_\_\_\_\_  
Gerald B. Boycks  
Vice President  
Lipton Sports, Inc.

DATE: \_\_\_\_\_

EXECUTED ON BEHALF OF SPONSOR:

By: *Elen Merlo*  
(Name)

DATE: \_\_\_\_\_

\_\_\_\_\_  
(Title and Company)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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# PHILIP MORRIS

INCORPORATED

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 • TELEPHONE (212) 880-5000

March 7, 1991

Mr. Gerald B. Boycks  
Vice President  
The Lipton  
The Alhambra  
Two Alhambra Plaza, Suite 611  
Coral Gables, Florida 33134

## 1991 Lipton International Players Championships

Dear Mr. Boycks:

This letter amends the agreement between Lipton Sports Inc. ("LSI") and Philip Morris Incorporated ("Sponsor") regarding the 1991 Lipton International Players Championships (the "Tournament").

The Agreement is hereby amended to include the following additional terms:

A. Services. In connection with the Tournament, Sponsor will hold a tennis street clinic (the "Clinic") in Miami on March 12, 1991, on Flagler Street near the Courthouse (the "Location"). In connection with the Clinic, LSI will:

1. Supply, transport, set up, disassemble and remove all equipment required for and in connection with the Clinic including, but not limited to, the following:

a. The "tennis court" for the Clinic that will include, but not be limited to, thick white adhesive tape to outline a tennis court that is as close to regulation size as practicable directly onto the street and a net with stanchions.

b. Bleachers that will seat not less than 2,000 persons.

c. A blocked-off secure area for celebrity participants in the Clinic to respond to audience questions and sign autographs.

d. An umpire's chair.

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e. High quality tennis balls in sufficient quantity to conduct the Clinic.

f. Blockades to keep spectators back from the court area on all four sides.

g. Ball hoppers or shopping carts to hold the tennis balls during the Clinic.

h. Sufficient high quality racquets to promote maximum audience participation.

i. A microphone, a public address system and body mikes for participants with sufficient power to address the anticipated audience and the necessary power supply to permit full operation of such equipment.

j. Chairs, drinks and drink coolers.

k. Three hundred feet of windscreen for the court area.

l. Three helium tanks and balloon clips (Philip Morris to supply balloons).

m. Red carpeting to be placed leading up to tennis area.

n. Flag poles for Sponsor supplied flags.

2. Provide a continental breakfast for twenty persons preceding the Clinic on March 12.

3. Provide adequate parking permits for all Sponsor representatives and guests.

4. Supply an adequate operations staff and proper security to ensure that the Clinic functions in a timely, orderly and safe fashion. Provide adequate security for, among other things, crowd control and player security.

5. Retain and compensate Pantin Partnership ("Pantin") to carry out all publicity-related functions in connection with the Clinic. Pantin's responsibilities should include but not be limited to:

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a. Issuing press releases and media alerts and distributing flyers promoting the Clinic.

b. Coordinating media relations, crews and interviews.

6. Direct Pantin to be responsible and responsive to Philip Morris.

7. Secure all necessary permits and/or approvals to conduct the Clinic at the Location.

8. Secure and confirm participation in the Clinic of media representatives, the Metro Dade County Manager and the Mayor of Miami or a person of substantially similar stature.

9. Supply, train and supervise eight ballpersons to work during the Clinic.

10. Supply Tournament limousines with drivers to transport the professional players and designated Virginia Slims representatives and guests involved with the Clinic to and from the Location.

11. Cooperate with Sponsor in all other aspects of the Clinic to ensure that the Clinic functions in a timely, orderly and safe fashion.

12. Cooperate with Sponsor's clinic-related promotional efforts including, but not limited to, ensuring that the operations staff and security supplied by LSI wear the clothing provided by Sponsor, allowing Sponsor to place signage on the equipment supplied by LSI, and using its best efforts to promote the Clinic in all Tournament calendars, promotions, activities and advertising prior to the Clinic.

B. Costs and Expenses. LSI will be responsible for all costs and expenses incurred in connection with its services. Philip Morris will be responsible for costs incurred in securing player participation.

C. Insurance. Upon execution of this Agreement, LSI will provide Sponsor with original certificates of insurance evidencing coverage for (1) comprehensive general liability including spectator, participant, advertiser and contractual liability, with limits of no less than \$1,000,000 combined single limit for bodily injury, including personal injury, and property

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damage; (2) comprehensive automobile liability, including all owned, non-owned and hired vehicles, with limits of no less than \$1,000,000 combined single limit; (3) statutory workers' compensation coverage meeting all state and local requirements; and (4) employer's liability with limits of no less than \$500,000. The insurance certificates required by subparagraphs (1) and (2) must name Sponsor, its affiliates, employees and assigns as additional insureds and must state that Sponsor will be provided at least thirty days' advance, written notice of a cancellation or modification of the insurance.

D. Indemnification. LSI shall indemnify and hold harmless Sponsor and its subsidiaries and their officers, employees, directors and agents from any and all claims, actions, liabilities, costs and expenses (including reasonable attorney's fees) arising from or relating to LSI's performance of or failure to perform any of its obligations under this agreement.

Sponsor shall indemnify and hold harmless LSI and its officers, employees, directors and agents from any and all claims, actions, liabilities, costs and expenses (including reasonable attorney's fees) arising from or relating to Philip Morris' performance or failure to perform under this Agreement.

This right to indemnification will survive the termination of the Agreement.

E. Sampling at the Tournament. LSI agrees that Sponsor will be permitted to distribute samples of its tobacco products throughout the Tournament site during a three-day period during the Tournament to be chosen by Sponsor and which is presently anticipated to be March 20, 21 and 22.

If the foregoing accurately sets forth the additional terms to the Agreement, please sign the enclosed copy of this letter and return it to me whereupon this letter will constitute Amendment No. 1 to the Agreement.

PHILIP MORRIS INCORPORATED

By: Ellen Hunt  
Its: \_\_\_\_\_

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March 7, 1991  
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AGREED TO AND ACCEPTED BY:

LIPTON SPORTS INC.

By: \_\_\_\_\_  
Its: \_\_\_\_\_

*T:\Robt\PM\MiscAgmts\Lipton.Amd*

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## **HOSPITALITY**

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## HOSPITALITY CHECKLIST

### MATERIALS

- . Ashtrays
- . Matches
- . Cocktail Napkins
- . Cold Cups
- . Hot Cups
- . Photoholders
- . Clothing for Staff
- . Appropriate Signage
- . Cigarette Samples

### BRAND PRODUCTS (PACKAGED)

- . Miller Regular
- . Miller Draft
- . Crystal Light
- . Maxwell House
- . Post Cereals
- . Entemanns Cakes
- . Country Time Lemonade
- . Louis Rich Turkeys
- . Jell-O
- . Kool Aid
- . Hollywood Gum
- . Gevalia Coffee
- . Saimae Coffee
- . Log Cabin Syrup
- . Brim Coffee
- . Minute Rice
- . Simmenthal Processed Meat & Fish
- . Miller Lite
- . Lowenbrau
- . Sanka
- . Yuban
- . General Foods International Coffees
- . Oscar Mayer Meats
- . Claussen Pickles
- . Cafe Hag
- . Birdseye Vegetables
- . Tang
- . Hostess Snack Foods
- . Kenco Coffee
- . Krema Candies
- . Ronzoni
- . Stove Top Stuffing
- . Kibon Ice Cream

### DO NOT SERVE:

Jim Beam Bourbon  
J & B Scotch  
Wild Turkey Bourbon

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## USING THE GUIDE

Except for very unusual circumstances, it is best to offer caterers and chefs suggestions for menu items incorporating our products and let them use their own creativity to design dishes.

The menu items that follow are just that, suggested dishes that can be prepared with our products, with recipes that can be used or adapted, as your supplier sees fit.

For the most part, the suggestions in the Guide call for food service products that are available through Kraft Foodservice Distribution Centers, because these products are specially formulated to meet the unique needs of food service kitchens.

Planners would be well-advised to contact the Kraft Foodservice Distribution Center nearest the event site as soon as it is scheduled, to discuss the date, location and hotel or caterer under consideration (who may already be a Kraft Foodservice customer and aware of our products).

Birds Eye and Post are only distributed at retail. Retail products should be ordered two weeks in advance of the event to be delivered and stored at the Kraft Foodservice Distribution Center serving your area until such time as your caterer or hotel orders it delivered to his facility. Birds Eye products should be ordered from Cora Hernandez, All American Gourmet/Birds Eye, Order Department, at 714-648-2363, Post from Michael Mahoney, Post Sales, at 914-335-5773.

Consumer products not in general distribution are used only at events taking place in markets where the product can be purchased at retail.

Please be sure that whenever you use single service items, ie, individual salt and peppers, packaged jellies, condiments, etc., that they are Kraft branded items, also available through Kraft Foodservice.

Ordering information is given in the illustrated brochures that make up a section of this Guide. (A list of Kraft Foodservice Distribution Centers, with manager's name and telephone number, appears in the back of this book.)

2042022195

## COFFEE

As producers of the world's finest coffees, it is our policy to serve General Foods coffees -- and Maxwell House teas -- at every meal, including cocktail receptions, where they are usually offered with cheese, fruit and/or desert selections. Desert coffees, made with spirits and liqueurs are also a good way of spotlighting our fine products.

It is not enough to ask your caterer or hotel to use Maxwell House, Yuban, Sanka, Brim, Maxim, or General Foods International Coffees\*. Unless one of these brands is the one regularly used by your supplier, you will have to insist that the person who makes the coffee (rarely the chef or even one of the cooks) follows the instructions given at the end of the recipe section.

Anything less than superb coffee is unacceptable at a Philip Morris-sponsored event, yet even our coffees can be ruined by careless preparation. The event planner would be well-advised to arrange to have the selected General Foods brands taste-tested several days in advance, to make absolutely sure that brewing instructions are followed correctly.

Directions for brewing coffee properly are given in a subsequent section.

---

\* GFIC Cafe Vienna, Swiss Mocha and Dutch Chocolate Mint are available in food service packings. For other flavors (see end of recipe section) contact Cathy Ko, Product Manager, General Foods International Coffees, on 8-235-1276. Place your order four weeks in advance of the event.

## BAR ARRANGEMENTS

Only Miller beers -- and all available brands of Miller -- may be served or displayed. (If beer will be available on draft, make sure that competitors logos are replaced on the pumps.) Miller beers are ordered through the hotel or caterer.

There are no restrictions on wine or spirit brand choices, or on soft drinks and mixers. Country Time in cans should be available whenever liquor is served.

Sample cigarettes, ash trays and matches should be put on bars and on cocktail tables. (See subsequent section)

2042022197



KRAFT GENERAL FOODS

FOODSERVICE CENTERS

Total Metro Districts - East

**DARYL D. BODDICKER — V.P.**

**KRAFT/BEHRHORST**  
3115 Washington Pike  
Bridgeville, PA 15017-1497  
412-257-5400

**CINCINNATI**  
5445 Spellmire Drive  
Cincinnati, OH 45246  
513-874-3663

**CLEVELAND**  
5800 Pennsylvania Avenue  
Maple Heights, OH 44137  
216-662-2400

**DETROIT**  
27000 Wick Road  
Taylor, MI 48180  
313-946-5300

**KRAFT/FELDMAN**  
8730 Bollman Place  
Savage, MD 20783  
301-470-2662 (Wash.)  
301-792-8400 (Balt.)

**KRAFT/FELDMAN**  
4122 Sarellen Road  
Richmond, VA 23231  
J4-222-2222

**KRAFT/FELDMAN**  
7477 Candlewood Road  
Hanover, MD 21076  
301-859-4560

**KRAFT/HOLLEB**  
800 Supreme Drive  
Bensenville, IL 60106  
312-595-1200

**KRAFT/McMAHON**  
5941 W. 82nd Street  
Indianapolis, IN 46278  
317-773-2290

**KRAFT/McMAHON**  
9200 E. 146th Street  
Noblesville, IN 46060  
317-773-2290

**KRAFT/MUELLER**  
W. 137 North 9245, Highway 145  
Menomonee Falls, WI 53051  
414-251-9600

**PADUCAH**  
1350 North Tenth Street  
Paducah, KY 42001  
502-442-8243

**PHILADELPHIA**  
100 E. Erie Avenue  
Philadelphia, PA 19124  
215-289-9000

**KRAFT/ROSENBLUM**  
2101 91st Street  
North Bergen, NJ 07047  
201-854-1100

**KRAFT/S.S. PIERCE — ALBANY**  
755 Pierce Road  
Clifton Park, NY 12065  
518-877-8511

**KRAFT/S.S. PIERCE — BOSTON**  
One Technology Drive  
Centennial Ind. Park  
Peabody, MA 01960  
508-532-5000

**KRAFT/S.S. PIERCE — ROCHESTER**  
12 Marway Circle  
Rochester, NY 14624  
716-247-3260

**KRAFT/S.S. PIERCE — SPRINGFIELD**  
1045 Sheridan St.  
Chicopee, MA 01021  
413-593-5571

Total Metro Districts - West

**WILLIAM BEEDIE — V.P.**

**KRAFT/AMERICAN**  
2864 Eagandale Blvd.  
St. Paul, MN 55164  
612-454-6580

**KANSAS CITY**  
8725 Rosehill Road  
Suite 400  
Lenexa, KS 66215  
913-894-6161

**KRAFT/CRAIG**  
404 Carty Street  
Salem, MO 65560  
314-729-5568

**HAWAII**  
91-290 Kauh Street  
Ewa Beach, HI 96706  
808-682-2071

**KRAFT/KEELER**  
601 W. Dyer Road  
Santa Ana, CA 92707  
714-549-8711

**KRAFT/KEELER**  
1031 Watson Center Road  
Carson, CA 90745  
213-549-3900

**KRAFT/LBJ**  
4650 W. Buckeye Road  
Phoenix, AZ 85043  
602-269-7241

**KRAFT/MOCERI**  
8515 Miramar Place  
San Diego, CA 92121  
619-457-4900

**LOS ANGELES**  
620 S. Hacienda Boulevard  
City of Industry, CA 91745  
818-968-8311

**OMAHA**  
6824 "J" Street  
Omaha, NE 68117  
402-331-5200

**KRAFT/PERRY**  
900 Powell SW  
Renton, WA 98055  
206-235-4700

**SAN FRANCISCO**  
2275 Junction Avenue  
San Jose, CA 95131  
408-435-1919

**KRAFT/WESTMAN — DENVER**  
11955 E. Peakview Avenue  
Englewood, CO 80111  
303-792-9324

**SALT LAKE CITY**  
Freeport Center Y-16  
Clearfield, UT 84016  
801-773-1200

Total Metro Districts - South

**GENE THOMPSON — V.P.**

**ATLANTA/BIRMINGHAM**  
2760 Bankers Ind. Drive  
N.E. Atlanta Ind. Park  
Atlanta, GA 30360  
404-449-8303

**CHARLOTTE**  
1133 Atando Ind. Park  
Charlotte, NC 28206  
704-372-0030

**DALLAS/FT. WORTH**  
950 S. Shiloh Road  
Garland, TX 75042  
214-487-6200

**KRAFT/FROSTEX**  
1179 A. Springdale Road  
Austin, TX 78721  
512-926-5051

**HOUSTON**  
10 S. Trade Center Parkway  
Conroe, TX 77385  
409-273-1729

**KRAFT/IFD — JACKSON**  
1125 Weems St.  
Greenway Industrial Park  
Pearl, MS 39208  
601-939-9433  
504-888-7961 (New Orleans)

**KRAFT/IFD — TUPELO**  
125 N. Eason Blvd.  
Tupelo, MS 38802  
601-842-3415

**LITTLE ROCK**  
2200 Commercial Street  
Little Rock, AR 72206  
501-375-3282

**MEMPHIS**  
4300 Air Trans Rd.  
Memphis, TN 38118  
901-363-4541

**MIAMI**  
777 S. Congress Avenue  
Delray Beach, FL 33444  
407-278-6858

**NASHVILLE**  
The Oak Complex  
Suite 106  
1100 Kermit Drive  
Nashville, TN 37217  
615-361-8012

**OCALA**  
3010 N.E. 24th St.  
Ocala, FL 32670  
904-732-3166

**OKLAHOMA CITY**  
3325 N. Lincoln Blvd.  
Oklahoma City, OK 73105  
405-524-8411

**SAN ANTONIO**  
3623 Highpoint Drive  
San Antonio, TX 78217  
512-657-6901

**KRAFT/SEABOARD**  
2217 Hardee's Boulevard  
Rocky Mount, NC 27801  
919-977-7000

**KRAFT/SEABOARD**  
218 S. Hughes Street  
Greensboro, NC 27404  
919-274-2986

**TAMPA**  
Parke East Industrial Park  
7004 East Hanna  
Tampa, FL 33610  
813-621-6677

2042022198



# METRO AREAS

SERVICED BY

## KRAFT FOODSERVICE



1991 PLAYER GIFT SCHEDULE

February 11	-	Virginia Slims of Chicago (First VS tournament of the year)
February 18	-	Virginia Slims of Oklahoma
February 5	-	Virginia Slims of Palm Springs
March 4	-	Virginia Slims of Florida
April 15	-	Virginia Slims of Houston (Last VS tournament in U.S.)
July 18	-	Virginia Slims of Newport (Invitational) (First VS tournament back in U.S.)
August 5	-	Virginia Slims of Albuquerque
August 12	-	Virginia Slims of Los Angeles
August 19	-	Virginia Slims of Washington
August 26	-	U.S. Open (?)
November 4	-	Virginia Slims of California Virginia Slims of Nashville
November 11	-	Virginia Slims of Philadelphia
November 12	-	Virginia Slims Championships

Coordinated in New York office by Coordinator, Operations, and on-site by Manager, Operations. Public Relations Director helps with distribution when possible.

2042022200



## PRO-AM/CLINIC CHECKLIST

### Advance Organization:

- . Pros: VS players/local pros
- . Courts (usually four)
- . Balls - Clinic: 1 large basket per court (should stand on boxes for easy access); Pro-Am: 2 cans per court
- . Umpires/scorekeepers - 1 per court for Pro-Am
- . Ballpersons - at least 3 per court
- . Virginia Slims shirts for pros
- . Whistle - clinic only
- . Clipboards (one per court)
- . Cooler of drinks and ice - water, soda, Gatorade
- . Coffee/Continental Breakfast or lunch
- . Prizes (if appropriate)
- . Photographer (Polaroids and others)
- . Flowers
- . Decide on format (and scorekeeping forms)

### Sent from New York Office

- . Plastic nametags and felt pen
- . Towels - at least 2 per participant
- . Napkins
- . Hot cups
- . Cold cups
- . Banners (3'x 7') - 1 per court, if available
- . Photoholders
- . Linepersons chairs
- . Tennis balls
- . Prizes
- . Goody bags (optional): Duffle bag, t-shirt, can of balls, towel, etc.
- . Shirts for pros.

2042022201

**PUBLIC RELATIONS**

2042022202

## PHILIP MORRIS' POSITION ON SMOKING AND ADVERTISING

Smoking is a matter of personal choice. In this country, more than 55 million American adults choose to smoke. A smoker's right to choose deserves respect.

The cigarette business in this country is competitive. Philip Morris advertises and promotes its products to the more than 55 million adults who choose to smoke, to maintain brand loyalty among current customers, and to suggest to our competitors' customers that they might want to try our cigarettes.

### Affiliate and On-Road Staff

- . Inform the New York office immediately of any anti-smoking activities surrounding a Virginia Slims tournament.
- . Direct any questions regarding smoking issues to Sheila Banks, Director, Media Relations, Philip Morris USA, New York at (212) 878-2812
- . New York office will arrange for a Philip Morris Public Affairs representative to attend an event and will initiate the request.

2042022203

Media Room  
Media Requirements

2042022204

### Virginia Slims Tennis Media Center

The Public Relations Affiliate is responsible for set-up and operation of the media center.

A complete center includes:

#### Equipment:

Slimstat computer  
Printer  
Copier machine  
Fax machine (2 at primary events, one for incoming, one for outgoing)  
Answering machine  
Telephones  
Video camera/stand  
Video monitor/VCR  
Electronic message board  
Tables/chairs  
Table draping

#### Supplies: (supplied by Virginia Slims):

Player biographies  
Player photos  
Logo sheets (bxw)  
Stick-on decals  
Computer paper  
Draw sheets (8 1/2" x 11")  
Draw posters  
Draw foamcore posters  
Rankings foamcore poster  
Letterhead  
Large envelopes  
Small envelopes  
Press kit covers  
Large notepads  
Small notepads  
Reporter seat name cards  
Credentials  
Chains/bull clips  
Pens  
Pencils  
Cigarette samples  
Matches  
Ashtrays  
Napkins  
Repeat banners  
Logo banner  
Luggage tags  
Media gift

2042022205

cont'd....VS Tennis Media Center

Supplies (supplied by affiliate):

Scotch tape  
Scissors  
Masking tape  
Paper clips  
Stapler  
Large magic markers  
Waste baskets

Supplies (supplied by other sources):

Media guides - from the WITA  
Leader board posters - from Kraft General Foods

Services provided by affiliate:

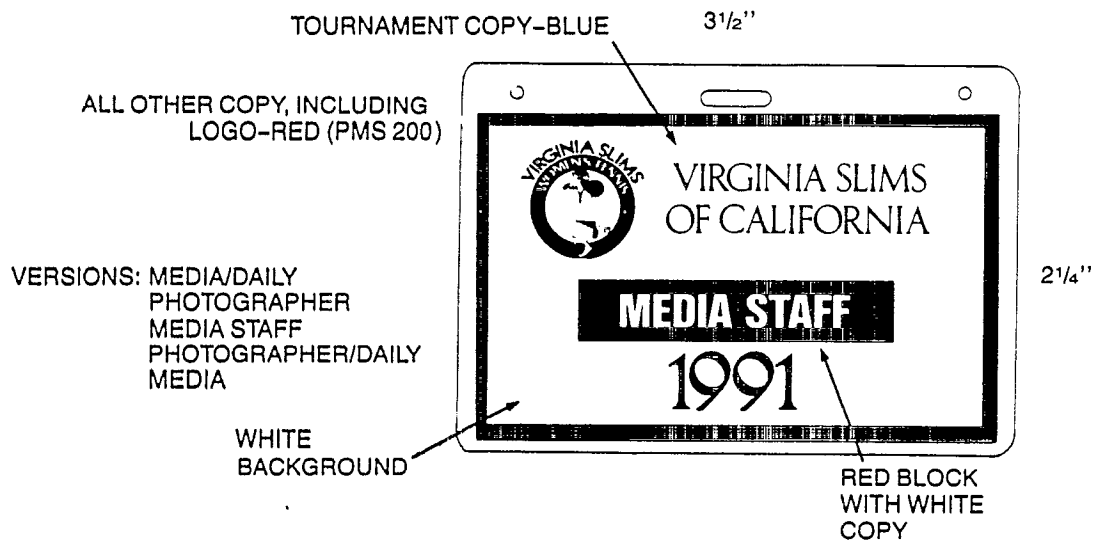
- o Volunteers (apx 2-3 independent event)  
(apx 4-6 primary event)
- o Food/Beverage - Monday thru Sunday
- o Welcome packets (including credentials)  
for arriving VS staff where applicable.
- o Articles faxed daily to New York Office (program  
administrator) to be submitted to FYI.
- o Assist on-site pr director with nightly source.
- o Access to Federal Express pick-up.
- o Prepare player bios for on-court introduction.
- o Pull up appropriate head-to-head, player records (life  
time and year-to-date, etc.) prior to start of  
tournament.
- o Update Draws throughout media center regularly.

2042022206

## MEDIA CREDENTIAL

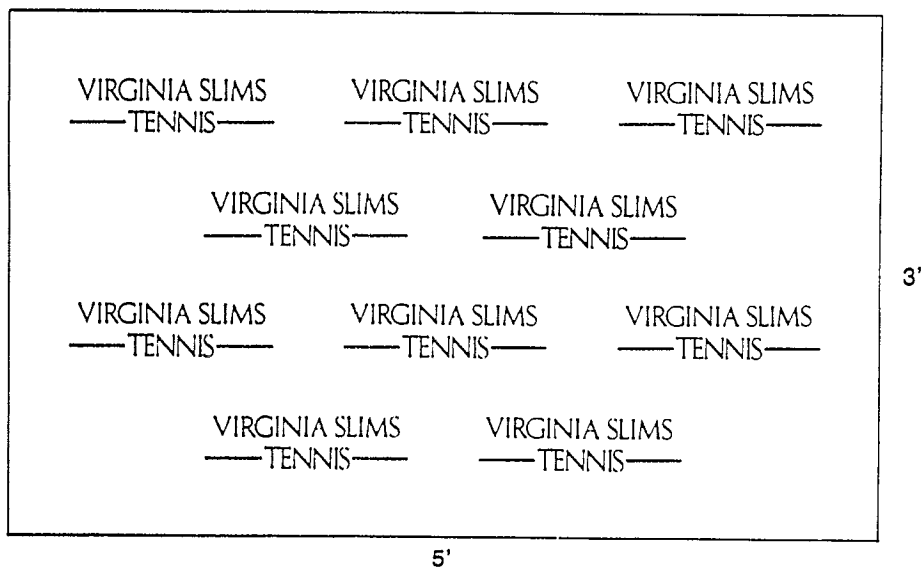
WHITE BACKGROUND WITH DARK BLUE (PMS 280) TOURNAMENT NAME COPY. LOGO IN RED (PMS 200).  
PRINTED ON PAPER THEN LAMINATED IN PLASTIC.

SELF-ADHESIVE PAPER DAILY CREDENTIALS SHOULD ALSO  
BE PRODUCED WITH SAME ART.



## INTERVIEW BANNER

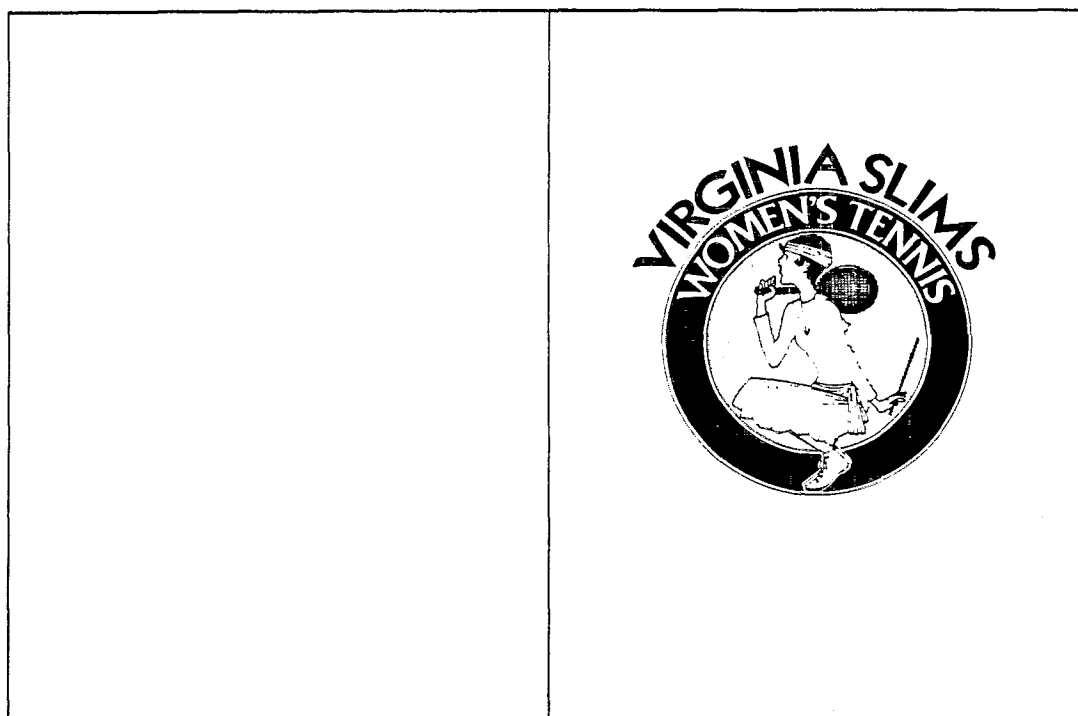
PRINTS WHITE COPY AND RED (PMS 200) BARS ON DARK BLUE (PMS 280) NYLON.



2042022207

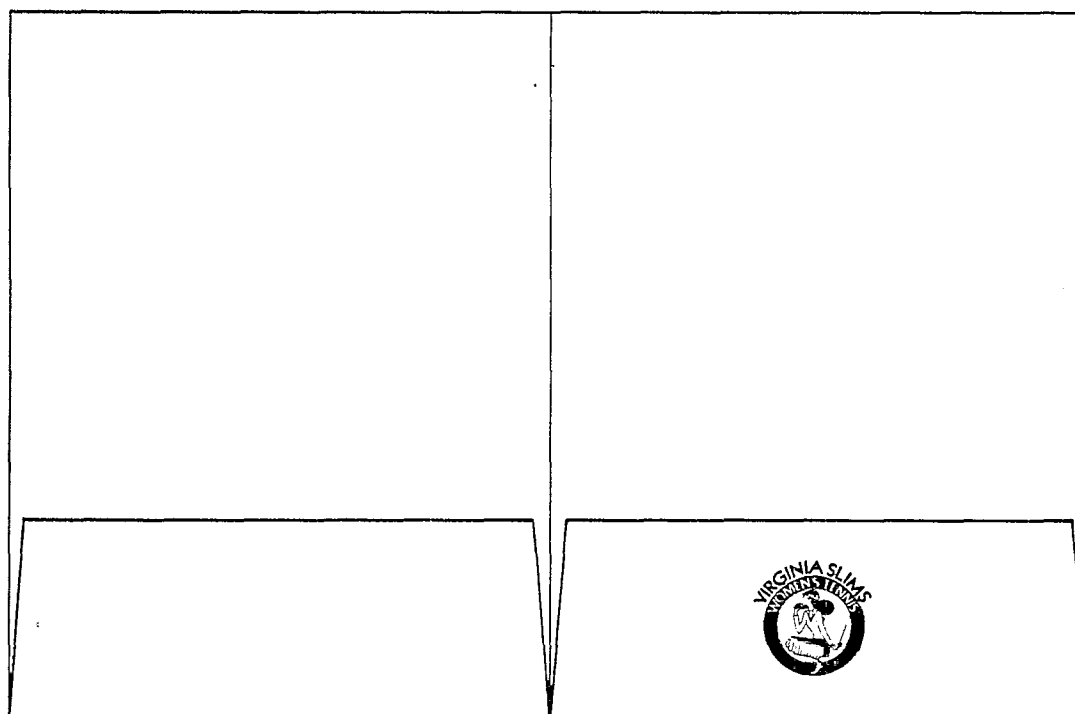
# PRESS KIT COVER

FULL COLOR LOGO ON WHITE COATED STOCK.



BACK  
9"

FRONT  
9"



INSIDE

12"

2042022208



## 16 DRAW SHEET

**VIRGINIA SLIMS TENNIS DRAW SHEET**

A KRAFT GENERAL FOODS WORLD TOUR EVENT

11"

SEEDS

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

PRIZE MONEY

WINNER \_\_\_\_\_

RUNNER UP \_\_\_\_\_

3RD-4TH \_\_\_\_\_

5TH-8TH \_\_\_\_\_

9TH-16TH \_\_\_\_\_

DATE \_\_\_\_\_

PURSE \_\_\_\_\_

DRAW \_\_\_\_\_

SURFACE \_\_\_\_\_

© Philip Morris Inc. 1991

8 1/2"

ALL COPY IS RED (PMS 200).  
ALL LINES ARE BLUE (PMS 280).

## 32 DRAW SHEET

**VIRGINIA SLIMS TENNIS DRAW SHEET**

A KRAFT GENERAL FOODS WORLD TOUR EVENT

11"

SEEDS

1 \_\_\_\_\_

2 \_\_\_\_\_

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4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

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30 \_\_\_\_\_

31 \_\_\_\_\_

32 \_\_\_\_\_

PRIZE MONEY

WINNER \_\_\_\_\_

RUNNER UP \_\_\_\_\_

3RD-4TH \_\_\_\_\_

5TH-8TH \_\_\_\_\_

9TH-16TH \_\_\_\_\_

17TH-32ND \_\_\_\_\_

DATE \_\_\_\_\_

PURSE \_\_\_\_\_

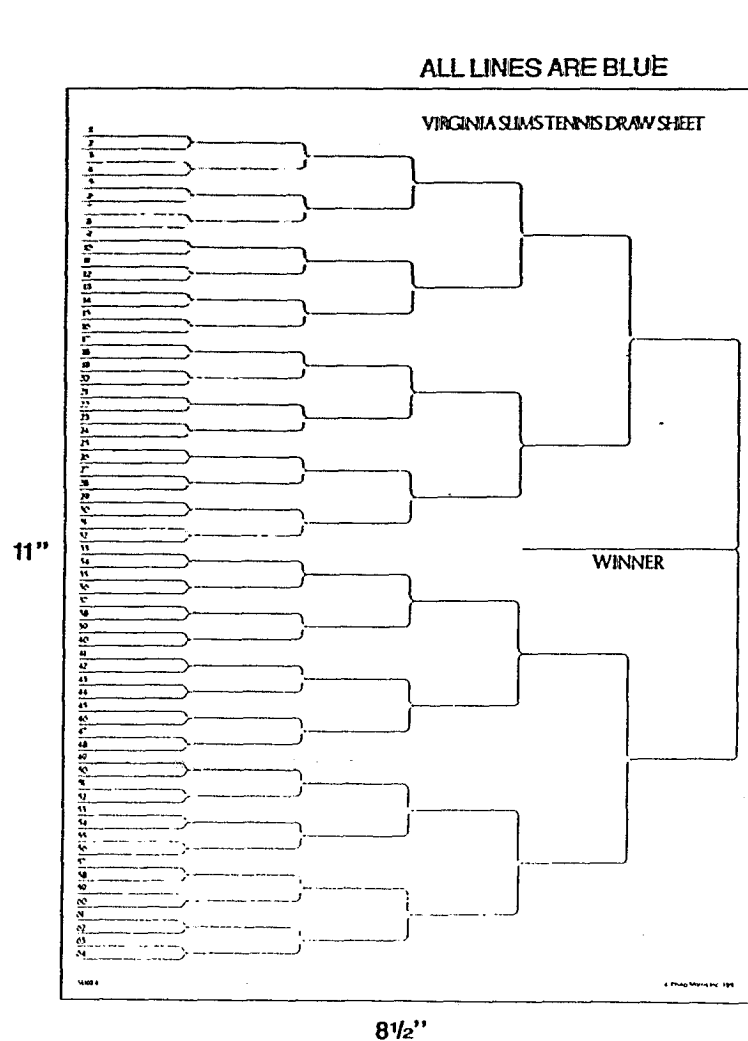
DRAW \_\_\_\_\_

SURFACE \_\_\_\_\_

© Philip Morris Inc. 1991

8 1/2"

2042022209



RED IS PMS 200  
BLUE IS PMS 280

BLUE  
GINNY & KGF  
LOGOS

11"

DOUBLE-SIDED

THIS COPY IS BLUE      ALL OTHER COPY IS RED

VIRGINIA SLIMS TENNIS DRAW SHEET

SEEDS

SITE \_\_\_\_\_ 1 \_\_\_\_\_  
DATES \_\_\_\_\_ 2 \_\_\_\_\_  
PURSE \_\_\_\_\_ 3 \_\_\_\_\_  
DRAW \_\_\_\_\_ 4 \_\_\_\_\_  
SURFACE \_\_\_\_\_ 5 \_\_\_\_\_  
6 \_\_\_\_\_  
7 \_\_\_\_\_  
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14 \_\_\_\_\_  
15 \_\_\_\_\_  
16 \_\_\_\_\_

**PRIZE MONEY**

WINNER	_____
RUNNER-UP	_____
3RD-4TH	_____
5TH-8TH	_____
9TH-16TH	_____
17TH-32ND	_____
33RD-64TH	_____

8 1/2"

**64 DRAW  
DRAW SHEET**

2042022210

ALL COPY IS RED (PMS 200).  
ALL LINES ARE BLUE (PMS 280).

**VIRGINIA SLIMS TENNIS DRAW SHEET**

A KRAFT GENERAL FOODS WORLD TOUR EVENT

1 \_\_\_\_\_

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14 \_\_\_\_\_

15 \_\_\_\_\_

16 \_\_\_\_\_

SEE \_\_\_\_\_

DATE \_\_\_\_\_

COURT \_\_\_\_\_

DRAW \_\_\_\_\_

SURFACE \_\_\_\_\_

WINNER

PRIZE MONEY

KRAFT GENERAL FOODS WORLD TOUR POINTS

SEEDS

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

WINNER

RUNNERUP

3RD 4TH

5TH 6TH

7TH 8TH

**16 DRAW  
DRAW POSTER**

17"

22"

2042022211

# 32 DRAW DRAW POSTER

ALL COPY IS RED (PMS 200).  
ALL LINES ARE BLUE (PMS 280).

22 1/2"

**VIRGINIA SLIMS TENNIS DRAW SHEET**

A KRAFT GENERAL FOODS WORLD TOUR EVENT

SEEDS

<p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p> <p>5 _____</p> <p>6 _____</p> <p>7 _____</p> <p>8 _____</p> <p>9 _____</p> <p>10 _____</p> <p>11 _____</p> <p>12 _____</p> <p>13 _____</p> <p>14 _____</p> <p>15 _____</p> <p>16 _____</p> <p>17 _____</p> <p>18 _____</p> <p>19 _____</p> <p>20 _____</p> <p>21 _____</p> <p>22 _____</p> <p>23 _____</p> <p>24 _____</p> <p>25 _____</p> <p>26 _____</p> <p>27 _____</p> <p>28 _____</p> <p>29 _____</p> <p>30 _____</p> <p>31 _____</p> <p>32 _____</p>	<p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p> <p>5 _____</p> <p>6 _____</p> <p>7 _____</p> <p>8 _____</p>
--	---

WINNER

	PRIZE MONEY	KRAFT GENERAL FOODS WORLD TOUR POINTS
WINNER		
RUNNER UP		
3rd-4th		
5th-8th		
9th-16th		
17th-32nd		

SITE \_\_\_\_\_

DATES \_\_\_\_\_

COURSE \_\_\_\_\_

DRAW \_\_\_\_\_

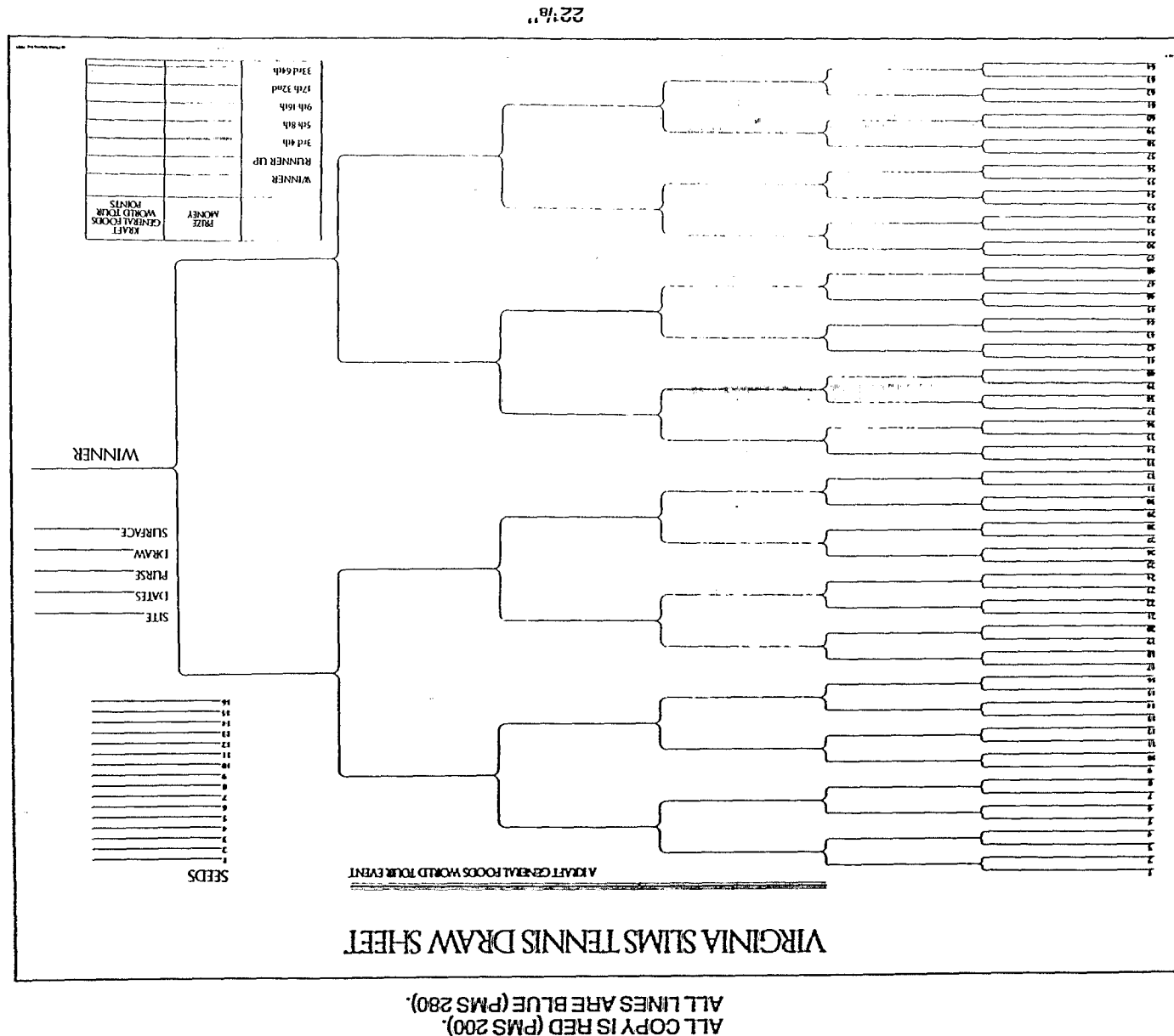
SURFACE \_\_\_\_\_

© 1989 Kraft Foods Inc.

17"

2042022212

# 64 DRAW DRAW POSTER



2042022213


17"

22 1/8"

## RANKINGS POSTER

RED GINNY SILHOUETTE LOGO

BLUE COPY

 VIRGINIA SLIMS RANKINGS

AS OF \_\_\_\_\_

1	26
2	27
3	28
4	29
5	30
6	31
7	32
8	33
9	34
10	35
11	36
12	37
13	38
14	39
15	40
16	41
17	42
18	43
19	44
20	45
21	46
22	47
23	48
24	49
25	50

RED NUMBERS

6'

BLUE LINES

4'

RED IS PMS 200  
BLUE IS PMS 280


2042022214

## 16 DRAW BOARD \*

RED GINNY SILHOUETTE LOGO

BLUE COPY

ALL OTHER COPY IS RED

 VIRGINIA SLIMS TENNIS DRAW

A KRAFT GENERAL FOODS WORLD TOUR EVENT

RED BAR

6'

ALL LINES ARE BLUE

WINNER

SEEDS

SEED	1	2	3	4
SITE	_____	_____	_____	_____
DATES	_____	_____	_____	_____
PURSE	_____	_____	_____	_____
DRAW	_____	_____	_____	_____
SURFACE	_____	_____	_____	_____

PRIZE MONEY	KRAFT GENERAL FOODS WORLD TOUR POINTS
WINNER	_____
RUNNER UP	_____
3rd-4th	_____
5th-8th	_____
9th-16th	_____
17th-32nd	_____

4'

\* ALSO PRODUCED  
FOR A 32 DRAW.

MEDIA ROOM MATERIALS  
PRIMARY NAMED EVENTS  
(\$250,000 & UP)

Letterhead	4,000
Second sheets	3,000
Envelopes - #10	3,500
Envelopes - large (10" x 13")	500
Interview banners - (3'x 5')	2
Logo banner - (3'x 3')	1
Notepads - small	200
Notepads - large	250
Post-It Pads	300
Press kit covers	500 (PF 100)
Pens	400 (PF 100)
Pencils	288 (PF 144)
Matches	
(not stored in warehouse-must be trucked)	500 (PF 50)
Media gift	75
Hot cups	250
Cold cups	500
Towels	50
Cigarettes	see attachment
Media guides	from WTA
T-shirts (large)	12} send direct
Sweatshirts (large)	12} to on-road staff at hotel
Draw sheets - large	10 singles, 10 doubles
Draw sheets - small	10 singles, 10 doubles
Computers (2)	1 from PR Director
	1 from affiliate
Telephone lines	arranged by affiliate
	1 - computer
	1 - (dedicated) fax
	8 (minimum) - rotating lines, w/hold buttons
Ashtrays	144 (PF 72)
Cocktail napkins	3,000
Decals (large & small)	10 sheets
Logo sheets (b&w)	5
Rankings poster (4'x 6')	1
Draw poster (4'x 6')	1 singles; 1 doubles
Computer paper	1,000

\* Send copy of order to Virginia Slims affiliate and on-road publicity staff.

\*\* See Internal Procedures - In-House Requisition Form for details on ordering process.

NOTE: Additional supplies can be requested.

2042022215

MEDIA ROOM MATERIALS  
INDEPENDENT NAMED EVENTS  
(\$150,000)

Letterhead	3,000
Second sheets	3,000
Envelopes - #10	2,500
Envelopes - large (10"x 13")	500
Interview banners - (3'x 5')	2
Logo banner - (3'x 3')	1
Post-It Pads	100
Notepads - large	200
Press kit covers	500 (PF 100)
Pens	100 (PF 100)
Pencils	288 (PF 144)
Matches	
(not stored in warehouse-must be trucked)	250 (PF 50)
Media gift	30
Hot cups	500
Cold cups	250
Towels	50
Cigarettes	see attachment
T-shirts (large)	6} send directly
Sweatshirts (large)	6} to on-road staff at hotel
Draw sheets - large	10 singles, 10 doubles
Draw sheets - small	10 singles, 10 doubles
Media guides	from WTA
Computers (2)	1 from PR Director 1 from affiliate
Telephone lines	arranged by affiliate 1 - computer 1 - (dedicated) fax 5 (minimum) - rotating lines, w/hold buttons
Ashtrays	72 (PF 72)
Cocktail napkins	2,000
Decals (large & small)	10 sheets
Logo sheets (b&w)	5
Rankings poster (4'x 6')	1
Draw poster (4'x 6')	1 singles; 1 doubles
Computer paper	500

\* Send copy of order to Virginia Slims affiliate and on-road publicity staff.

\*\* See Internal Procedures - In-House Requisition Form for details on ordering process.

2042022216



Lipton International Players Championship  
Media Room Materials

Decals	50 Sheets (all sizes)
Large Notepads	200
Reporter's Notepads	400
Hot Cups	2000
Cold Cups	2000
Pens	400
Logo Sheets (BxW)	5
Computer	1 from PR Director
Telephone Lines	2 (arranged by Program Administrator)
	1 - Computer
	1 - Virginia Slims Staff

2042022217

MEDIA ROOM MATERIALS  
U.S. OPEN

Computer	1 brought by on-road PR Director
Telephone lines	2 arranged by Program Administrator
	1 - computer
	1 - VS
Logo sheets (b&w)	5
Rankings poster (4'x 6')	1

2042022218

MEDIA ROOM MATERIALS  
VIRGINIA SLIMS CHAMPIONSHIPS

Ashtrays	216	(PF 72)
Letterhead	4,000	
Second Sheets	4,000	
Envelopes - #10	3,000	
Envelopes - 10" x 13"	1,000	
Interview Banners (3'x5')	10	
Standing banners	2	
Notepads - small	500	
Notepads - large	500	
Post-It Pads	300	
Press Kit Covers	500	
Pens	2,000	(PF 100)
Pencils	1,000	(PF 144)
Matches (not in warehouse)	1,000	(PF 50)
Hot cups	2,500	
Cold cups	2,500	
Towels	250	
Cigarettes	10	cases
Sweatshirts (large)	24}	(on-road staff pick
T-shirts (large)	24}	up from NY office)
Media Guides	WTB provides	
Large Draw Sheets (16 singles)	20	(event specific)
( 8 doubles)	20	"
Small Draw Sheets (16 singles)	20	"
( 8 doubles)	20	"
Decals	15	sheets (all sizes)
Computer	2	(PR Director/affiliate)
Telephone Lines	2	(arranged by affiliate)
	1	-for computer
	1	-for VS
		(unrestricted)
	1	-for KGF
	1	-for WTA
	1	-for WTA
		computer
Media Gifts	750	(50 for photographers)
Cocktail Napkins	5,000	
Black and White logo sheets	10	
Rankings poster (4'x 6')	1	
Draw poster (4'x 6')		1 singles; 1 doubles
Computer paper	1,000	

\* Send copy of order to Virginia Slims affiliate and on-road publicity staff.

\*\* See Internal Procedures - In-House Requisition Form for details on ordering process.

2042022219

TO: Dee Smith

DATE: January 11, 1990

FROM: Barbara Hannan *BH*SUBJECT: Sample Cigarette

Could you please arrange for the following locations to receive sample cigarettes by the designated date?

4 Cartons of Virginia Slims Regular  
4 Cartons of Virginia Slims Lights  
4 Cartons of Virginia Slims Menthol  
4 Cartons of Virginia Slims Menthol Lights

Please let me know if any of these dates cannot be met. Thank you.

LocationDate Due

Jan Rasmussen  
Virginia Slims of Chicago  
Cohn & Wolfe  
One Wacker Drive  
Chicago, IL 60601

February 7

Kerry Bohen  
Virginia Slims of Washington  
Brotman & Associates  
1725 DeSales Street, NW  
Washington, DC 20036

February 12

Tip Nunn  
Virginia Slims of Oklahoma/Houston  
EVENTS (double order)  
536 16th Street  
Suite 920  
Denver, CO 80202

February 12

Heather Hellman  
Virginia Slims of Indian Wells  
The Robbins Group  
12031 Ventura Blvd.  
Suite 2  
Studio City, CA 91604

February 12

Tamera Herrod  
Virginia Slims of Florida  
Tamera Herrod Public Relations  
10190 Boca Entrada Blvd., 232  
Boca Raton, FL 33428

February 12

2042022220

Kerry Bohen  
Virginia Slims of Newport  
Brotman & Associates  
1725 DeSales Street, NW  
Washington, DC 20036

July 2

Tip Nunn  
Virginia Slims of Albuquerque/Nashville  
EVENTS (not a double order)  
535 16th Street  
Suite 920  
Denver, CO 80202

August 1

Heather Hellman  
Virginia Slims of Los Angeles  
The Robbins Group  
12031 Ventura Blvd  
Suite 2  
Studio City, CA 91604

August 1

Kevin Diamond  
Virginia Slims of California  
JDPR  
1388 Sutter Street  
Suite 710  
San Francisco, CA 94109

October 1

Kerry Bohen  
Virginia Slims of New England  
Brotman & Associates  
1725 DeSales Street, NW  
Washington, DC 20036

October 29

Barbara Hannan  
Virginia Slims Championships  
Philip Morris USA  
120 Park Avenue  
New York, NY 10017

October 29

cc: D. Weissman

2042022221

**Photographer**

2042022222

1991 PHOTOGRAPHER SCHEDULE

Fred Mullane - Official Virginia Slims' Photographer

February 11-17	Virginia Slims of Chicago
February 18-24	Virginia Slims of Oklahoma
February 25-March 3	Virginia Slims of Palm Springs
March 4-10	Virginia Slims of Florida
April 15-21	Virginia Slims of Houston
August 12-18	Virginia Slims of Los Angeles
August 19-24	Virginia Slims of Washington
November 4-10	Virginia Slims of California
November 11-17	Virginia Slims of Philadelphia
November 18-24	Virginia Slims Championships

(as of March 12, 1991)

2042022223

## POLICY FOR PROVIDING PHOTOS

### I. GOALS

To provide all affiliate, and the New York office staff, with the highest quality photographic materials available to satisfy all press needs. To enhance Virginia Slims visibility through photographic imagery and photo credit mention.

### II. CATEGORIES OF MATERIALS

1. Black and white composite photographs.
2. Black and white custom photographs.
3. Duplicate transparencies.
4. Original transparencies.
5. Color custom photographs.

### III. FACTS TO BE DELINEATED UNDER EACH CATEGORY

1. Definition.
2. Availability, and the procedure for ordering.
3. Costs.
4. Return procedure.
5. Rationale.

### IV. GENERAL AFFILIATE RESPONSIBILITIES

Affiliates are asked:

1. To insure that material provided is to be used for editorial purposes and to promote Virginia Slims events.
2. To inform the press organizations they service in writing that materials are given free of charge if, and only if, photo credit is given. All usage is conditional to photo credit, given as follows:

"c Carol L. Newsom/Virginia Slims"

No usage is authorized without photo credit. Unauthorized usage is the same as copyright infringement and is treated accordingly. That is, the negligent publication will be billed by Carol L. Newsom Associates for their unauthorized use. (Standard in industry is 3 x publication rate).

2042022224



## POLICY FOR PROVIDING PHOTOS (Continued)

3. Read "Material on Loan" forms and comply with the return dates of the material borrowed (a sample is attached).
4. Contact Carol L. Newsom Associates if there are any questions regarding the Material on Loan form.
5. Inform press organizations that color transparencies are on loan and must be returned as per the conditions of the Material on Loan form. The press organizations are responsible for all unreturned or damaged material.
6. The photo charges will be billed to the New York office.
7. Fax (508/877-1982) to place orders, whenever possible.

## V. BLACK AND WHITE COMPOSITE PHOTOGRAPHS

1. Definition: 8 x 10 contact prints consisting of two shots of a player with player name, photo credit, and Virginia Slims logo, printed by a photoengraver.
2. Availability
  - a. List of players available in composite form and head shot list is attached (this list will be updated every six months).
  - b. Single copies: These are available from the Virginia Slims office in New York or Cohn & Wolfe. Call Barbara Hannan at (212) 880-3984, or Peter Land at (212) 598-3654. Call Tip Nunn at Events in Denver for photos of players ranked 21-100.
  - c. Multiple copies in lots of 25 (i.e. 25, 50, 75, 100, etcetera). These are available from Bob Graves Photo Printers. Call Bob Graves directly at (203) 375-7034. When you order from him specify player name, number of copies, the address they are to be shipped to, the way they are to be shipped (UPS or Federal Express) and the person or organization to be billed. (All bills go to Barbara Hannan in the New York office.)
3. Costs

All affiliate requests for photos should be charged directly to Barbara Hannan, New York office.

  - a. Single copies: No charge from the New York office.
  - b. Multiple copies: Print fees and shipping costs payable to Graves. Multiple copies of the same composite cost as follows. Shipping costs are extra

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## POLICY FOR PROVIDING PHOTOS (Continued)

and vary depending on the carrier. Normal production is 3-5 days.

25 = \$15.75    50 = \$24.25    100 = \$37.50    250 = \$86.50

### 4. Returns

Not applicable.

### 5. Rationale.

Composites are cost effective for use in press kits, media day handouts, or in any situation where large quantities of the same photograph can be used.

6. See General Affiliate Responsibilities IV 2.

## VI. BLACK-AND-WHITE CUSTOM PHOTOGRAPHS

1. Definition: Original, first generation prints made to size (5 x 7, 8 x 10, 11 x 14, or 16 x 20). These are custom printed and cropped to specification from a negative carefully chosen according to a client's special request.

2. Availability: Affiliates should call Carol L. Newsom Associates at (508) 877-8795 with any specialized photographic needs. Every effort will be made to refine and expedite orders. Photographs may be sent directly to a third party at an affiliate's request with a Packing Slip sent to the third party and the invoice sent directly to the affiliate.

### 3. Costs.

- a. To the affiliate, print fees only of the following:  
(B&W printing is done in-house)

**Note:** All costs for requests from Carol Newsom's office will be billed directly to Virginia Slims.

5 x 7	=	\$ 7.00 each.	
8 x 10	=	\$ 8.00 each.	Any applicable tax and
11 x 14	=	\$20.00 each.	shipping charges are
16 x 20	=	\$60.00 each.	extra.

Additional charges for large orders called in after 2:00pm(EST) on a rush basis.

- b. To the publication:

Photographs may be used free of charge, provided the publication properly credits the work with the photographer's name and Virginia Slims tag. No usage is authorized without proper photo credit,

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POLICY FOR PROVIDING PHOTOS (Continued)

otherwise, the standard publication rate x 3 will be billed.

- c. The affiliate's responsibility (as previously stated) is to advise the publication in writing of this condition. The affiliate should advise Carol L. Newsom Associates of any unauthorized use and then, depending on the situation, Carol L. Newsom Associates will communicate with the publication toward an amicable settlement of the difficulties. There will be no billing to the affiliate.

4. Returns.

Not applicable.

5. Rationale.

To provide the best quality photographs in order to insure specialized placement. To provide photographs of players where composites do not exist. To provide more variety and up-to-date photographs of top players. To make displays.

VII. COLOR DUPLICATE TRANSPARENCIES

1. Definition: Second generation copies of original transparencies.

2. Availability.

- a. Duplicate transparencies of top players are available in limited quantities and selections both in the New York office and from Carol L. Newsom Associates. The number of duplicates is being expanded and an updated list of duplicate availability will be issued in late September, 1988. Call and ask.
- b. Specialized duplicates are available from Carol L. Newsom Associates with a two (2) week lead time.

3. Cost.

- a. Existing duplicates are available at no charge to affiliate. They are on loan with the understanding that they will be returned within one month.

2042022227

## POLICY FOR PROVIDING PHOTOS (Continued)

- b. Unreturned stock duplicate transparencies will be billed at \$5.00 each unreturned transparency (a restocking charge).
- c. Specialized duplicates will cost \$5.00 to \$10.00 each transparency, depending on the number of copies of each ordered (minimum duplicate transparency charge is \$10.00 for one transparency).

### 4. Returns.

- a. Stock duplicate transparencies are on loan on a project based with the understanding that all materials will be returned.
- b. Stock duplicates may be kept upon payment of the restocking fee.
- c. Transparencies duplicated to order need not be returned.

### 5. Rationale.

If time allows and quality is not an issue this might be the way to go, especially if a publication has a questionable reputation for handling loaned materials. Television stations should always be sent duplicates.

## VIII. ORIGINAL TRANSPARENCIES

- 1. Definition: First generation, highest quality transparencies. Each is unique.
- 2. Availability: Original color transparencies are available to affiliates to service clients with specialized needs by calling Carol L. Newsom Associates.
  - a. To prevent the affiliate from being held liable for material lost, unreturned, or damaged, it is recommended that the publication be encouraged to call Carol L. Newsom Associates directly for a Virginia Slims oriented article.
  - b. Original transparencies will be provided as per the request of an affiliate as follows:
    - 1) No charge to the publication as long as the photo credit "c Carol L. Newsom/Virginia Slims" is given. Otherwise, the standard publication rates x 3 will be billed.

2042022228

## POLICY FOR PROVIDING PHOTOS (Continued)

- 2) With the understanding that all material must be returned or the publication will be charged \$1,500.00 for any lost, damaged, unreturned transparencies.

### 3. Costs.

- a. No charge to affiliates if material is returned. Affiliate will be liable if they lose or damage material in their possession.
- b. No charge to publications if conditions are met as stated above (i.e. proper photo credit and proper return of the material).
- c. The organization sent the material will be held liable (\$1,500.00 per damaged or unreturned material).

### 4. Returns.

Required. All originals are Material on Loan and must be returned within two weeks (unselected material) and one month (selected material), with extension allowed where applicable.

### 5. Rationale.

Give the best selection and greatest quantity to clients to maximize use of the material. One of a kind material cannot be replaced, the material on loan is to make people responsible for the material. To insure careful and expedient returns so material can be used again.

## IX. COLOR CUSTOM PHOTOGRAPHS

1. Definition. Original, first generation prints made to size (5x7, 8x10, 11x14, or 16x20). These are custom printed and cropped to specification from a negative or a slide (Ciba print) carefully chosen according to a client's special request.

### 2. Availability.

- a. Affiliates should call Carol I. Newsom Associates at (508) 877-8795 with any specialized photographic needs. Every effort will be made to refine and expedite orders. Photographs may be sent directly to a third party at an affiliate's request with a packing Slip sent to the third party and the invoice sent directly to the affiliate.

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POLICY FOR PROVIDING PHOTOS (Continued)

b. Color printing is done in-house. Normal turnaround time is one to two weeks. Emergencies will be handled ASAP as best as possible---based on type (slide or negative), rush charges and in house stock.

3. Costs.

a. To the affiliate, print fees only of the following (based on normal turnaround time):

Note: All costs for requests from Carol Newsom's office will be billed directly to Virginia Slims.

Color prints from <u>negatives</u> :	5x7	=	\$ 8.00-42.00
	8x10	=	15.00-45.00
	11x14	=	25.00-65.00
	16x20	=	75.00-100.00

Ciba Color prints from <u>slides</u> :	5x7	=	35.00-52.00
	8x10	=	35.00-52.00
	11x14	=	60.00-84.00
	16x20	=	80.00-120.00

Any applicable tax and shipping charges are extra.

b. To the publication:

Photographs may be used free of charge, provided the publication properly credits the work with the photographer's name and Virginia Slims tag. No usage is authorized without proper photo credit.

c. The affiliate's responsibility (as previously stated) is to advise the publication in writing of this condition. The affiliate should advise Carol L. Newsom Associates of any unauthorized use and then, depending on the situation, Carol L. Newsom Associates will communicate with the publication toward an amicable settlement of the difficulties. There will be no billing to the affiliate.

4. Returns.

Not applicable.

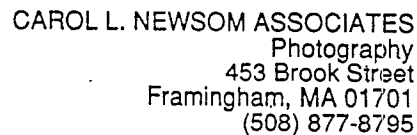
2042022230

POLICY FOR PROVIDING PHOTOS (continued)

5. Rationale.

To provide the best quality color photographs in order to insure specialized placement. To provide color photographs of the players where slides do not exist. To provide more variety and up-to-date photographs of top players. To make displays. To make wall pictures for program clients.

2042022231



**MATERIAL ON LOAN  
VIRGINIA SLIMS**

W.O. #

PAGE of

## CONDITIONS

**IMPORTANT - PLEASE READ CAREFULLY**

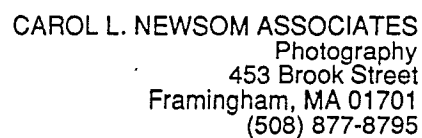
- All material published must be credited: Copyright © Carol L. Newsom / Virginia Slims.
- No use allowed without proper photo credit.
- Material that you do not select must be returned by \_\_\_\_ / \_\_\_\_ / \_\_\_\_.
- (A holding fee will be assessed on material kept beyond this date.)
- Material that you do select must be returned by \_\_\_\_ / \_\_\_\_ / \_\_\_\_.
- If you wish for any reason to keep material beyond the above dates, you must contact us to arrange an extension.
- We will bill any damaged or unreturned original transparencies at \$1,500.00 each.
- Any use without proper photo credit will result in a billing of triple the standard publication rate.

**IF YOU HAVE QUESTIONS ABOUT THESE CONDITIONS, PLEASE CONTACT US IMMEDIATELY. OTHERWISE WE MUST ASSUME THAT YOU HAVE UNDERSTOOD AND AGREED TO THEM.**

FAX # 508 - 877 - 1982

2042022232





# PACKING SLIP

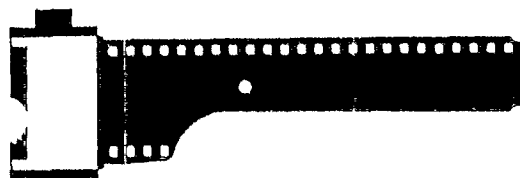
## VIRGINIA SLIMS

W.O. #

PAGE of

ANY MATERIAL PUBLISHED MUST BE CREDITED:  
© Carol L. Newsom / Virginia Slims  
*Failure to do so will result in a billing of triple  
the standard publication rate*

FAX # 508 - 877 - 1982



CAROL L. NEWSOM ASSOCIATES  
Photography  
453 Brook Street  
Framingham, MA 01701  
(508) 877-8795

May 07, 1990

Player Head Shots 1987, 1988, 1989, 1990

Negatives on file at Carol L. Newsom Associates

<u>Player</u>	<u>Negative Number</u>
Adams, Katrina	90-2-339, 87-11-410
Allen, Louise	87-09-438(C10)
Amiach, Sophie	88-11-006, 87-11-413
Antonopolis, Lea	87-03-302
Auer, Sabine	88-03-438
Balestrat, Dianne	88-03-470,...471
Barg, Penny	87-02-321
Barnard, Linda	88-03-445
Bartlett, Lindsay	88-03-486
Bassett-Seguso, Carling	88-03-490(w/baby), 87-02-324
Benjamin, Camille	88-03-476, 87-02-313

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<u>Player</u>	<u>Negative Numbers</u>
Berger, Andrea	88-03-424
Betzner, Andrea	87-020337
Bonder, Lisa	87-03-324
Bonsignori, Federica	88-03-467
Bowes, Beverly	89-11-011, 88-02-105
Bunge, Bettina	89-11-021(2), 87-02-343
Burgin, Elise	87-03-334, 87-02-325,...326
Bykova, Natalia	88-02-116,...127, 87-02-307
Byrne, Jenny	88-10-222(C27)
Casale, Pam	87-03-345
Casals, Rosie	88-11-436,...437
Catlin, Theresa	88-03-427
Cecchini, Sandra	90-3-714(26), 87-11-402,...609
Christian, Carol	88-03-479

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<u>Player</u>	<u>Negative Number</u>
Cioffe, Halle	88-10-201(A2)
Cohen, Celine	88-03-439
Collins, Sandy	88-02-112, 87-02-320
Copeland, Caryn	87-02-323
Corsato, Luciana	88-03-441
Crowe, Heather	87-02-172
Cueto, Isabel	90-3-715, 88-03-403
Daniels, Mary Lou	88-02-110, 87-03-325
DeLone, Erika	87-11-220
Demongeot, Isabelle	89-3-307, 88-03-463, 87-01-336
Derly, Emanuelle	88-03-433
DeSwardt, Marian	88-03-415
DeVries, Ann	88-03-405
Dias, Niede	88-03-484

2042022236

<u>Player</u>	<u>Negative Number</u>
Duell, Katharina	88-03-430
Evert, Chris	89-4-423, 88-04-310
Faber, Donna	88-03-413
Fairbank, Rosalyn	87-02-318
Farley, A.	89-9-609
Fendick, Patty	88-11-403,...432, 87-09-430(C22)
Fernandez, Anna-Maria	87-11-227
Fernandez, Gigi	88-11-404, 88-05-101, 87-11-616
Fernandez, Mary Joe	89-4-424, 87-02-332,...333
Ferrando, Linda	88-03-447
Frazier, Amy	88-04-308
Fulco, Bettina	87-02-312
Garrison, Zina	87-03-337
Garrone, Laura	88-03-468

2042022237

<u>Player</u>	<u>Negative Number</u>
Gerken, Barbara	87-03-326
Gildemeister, Laura	90-2-245, 87-02-339
Golarsa, Laura	88-03-475
Goles, Sabrina	89-3-303, 88-03-449
Gompert, Kate	87-02-108
Goodling, Jennifer	87-02-152
*(Graf, Steffi) no formal head shots	88-11-400(draw)
Gregory, Lisa	88-02-129
Grossman, Anne	89-3-310, 88-03-423
Gurney, Melissa	87-09-433(B29)
Hakami, Elly	88-03-440
Hanika, Sylvia	87-03-320
Hansel, Dee Ann	87-09-439(A18)
Henricksson, Ann	87-09-435(C31)

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<u>Player</u>	<u>Negative Number</u>
Hetherington, Jill	89-3-313, 88-03-481
Hobbs, Ann	87-11-228
Horvath, Kathy	88-02-103,...104
Hy, Patricia	89-3-303, 87-02-103
Ingram, Jeri	88-10-204
Inoue, Etsuko	87-11-225(G17A)
Ivan, Ann	88-10-206
Jones, Cheryl	88-02-128
Jordan, Kathy	87-11-226(A21)
Keil, Kathrin	87-02-303
Kelesi, Helen	90-2-344(3)
Kijimuta, Akiko	88-03-404
Kim, Grace	88-03-462,...402
Kloss, Ilana	87-11-412

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<u>Player</u>	<u>Negative Number</u>
Koizumi, Yukie	88-93-444
Krapf, Eva	87-02-328
Kuczynska, Iwona	88-10-207, 87-11-221
Labat, Florencia	89-11-010(1,5)
Lake, Valda	88-03-417
Leand, Andrea	89-11-511(B20)
Lindqvist, Catarina	87-02-100
Lindstrom, Maria	87-02-308
Lapi, Laura	88-03-400
Louie-Harper, Peanut	88-03-485, 88-02-108, 87-02-105
Ludloff, Heather	87-09-434(C5)
MacGregor, Cammy	89-11-008(5), 88-03-442,...452
MacGregor, Cynthia	87-02-107
Maleeva, Katerina	90-3-713, 87-03-352

2042022240



<u>Player</u>	<u>Negative Number</u>
Maleeva, Manuela	87-03-305
Mandlikova, Hana	89-11-526 (2)
Marsikova, Regina	87-02-310
Martin, Stacey	90-2-341
Martinez, Conchita	89-11-016(7)
McGrath, Meredith	89-7-333.1
McNeil, Lori	88-11-406, 87-03-343
Meier, Silke	87-02-306
Meshki, Leila	90-3-709,...711, 88-02-115
Mesker, Marcella	87-03-327
Mochizuki, Tina	87-03-328
Monterio, Claudia	87-02-300
Moreno, Paulette	88-03-425
Mosca, Gabriela	87-02-372

2042022241

<u>Player</u>	<u>Negative Number</u>
Moulton, Alycia	87-03-348
Na, Hu	88-02-117, 87-02-171
Nagelsen, Betsy	89-9-613(32A), 87-11-417
Navratilova, Martina	89-4-404, 88-05-100
Nelson-Dunbar, Vicki	87-11-223(B72)
Nishiya, Akemi	87-02-175
Norris, Sheri	87-02-151
Novotna, Jana	87-02-327
Paradis, Pascale	88-03-469, 87-02-329
Parkhomenko, Svetlana	88-02-114, 87-11-409
Paz, Mercedes	87-02-331
Phan Thanh, Nathalie	87-02-301
Pfaff, Eva	89-11-022(36), 87-11-238(C21)
Porwick, Claudia	88-03-407

2042022242

<u>Player</u>	<u>Negative Number</u>
Potter, Barbara	87-03-344
Probst, Wiltrud	88-03-426
Provis, Nicole	88-03-401
Raponi-Longo, Emilse	88-03-450
Reggi, Raffaella	89-11-510(27,35)
Rehe, Stephanie	88-11-005(C20), 87-11-411
Reinach, Elna	88-03-420, 87-03-318
Reinach, Monica	88-03-431, 87-02-104
Reynolds, Candy	88-10-217(D15a),...218
Richardson, Julie	87-02-173
Rinaldi, Kathy	89-9-612(22A)
Rodriguez, Natalia	88-03-422
Rush-Majors, Gretchen	87-02-102

2042022243

<u>Player</u>	<u>Negative Number</u>
Russell, Joanne	87-03-310
Sabatini, Gabriela	89-6-127(G2), 89-3-317
Salmon, Julie	88-03-443
Sanchez-Vicario, Arantxa	89-11-513(8), 88-03-477
Santrock, Jennifer	88-02-113, 87-03-313
Savchenko, Larisa	89-11-516(10), 88-11-402
Scheuer-Larsen, Tine	88-03-451
Schimper, Karen	87-03-317
Schultz, Brenda	89-11-517, 89-11-012(27)
Schwartz, Amy	87-02-176
Seles, Monica	90-2-343(11), 88-10-208,...209
Shriver, Pam	89-3-307
Simpson, Renee	89-9-611
Singer, Christina	88-03-406
Sloane, Susan	88-10-203(D28)

2042022244

<u>Player</u>	<u>Negative Number</u>
Smith, Anne	87-02-315
Smith, Paula	88-03-461
Smylie, Liz	89-3-311,...310
Spadea, Luanne	88-03-428
Sodupe, Niurka	87-02-165
Springer, Heidi	88-02-111
Steinmetz, Kim	87-02-174
Suire, Catherine	88-03-480
Sukova, Helena	89-3-413
Tanvier, Catherine	87-03-335
Tarabini, Patricia	87-02-302
Tauziat, Nathalie	89-3-307, 88-03-483
Temesvari, Andrea	90-3-710

2042022245

<u>Player</u>	<u>Negative Number</u>
Ter Riet, Hellas	87-03-309, 87-02-319
Thomas, Jane	87-11-403
Torres, Michelle	88-03-472
Turnbull, Wendy	87-11-612, 87-03-322
Van Der Torre, Marianne	88-03-434
Van Nostrand, Molly	87-02-106
Van Rensburg, Dianne(Dinky)	87-03-319
Vasquez, Pilar	88-03-448, 87-02-101
Villagran, Adriana	87-02-305
Wade, Virginia	88-10-220
Walsh-Pete, Sharon	88-11-425,...426, 87-03-351
Wasserman, Sandra	88-03-414
White, Anne	87-09-436(B3)
White, Robin	89-3-311, 87-11-613

2042022246

<u>Player</u>	<u>Negative Number</u>
White, Wendy	87-03-347
Witvoet, Hester	88-03-408
Wood, Wendy	87-11-224
Zrubakova, Radka	88-03-416
Zvereva, Natalia	88-11-401, 88-02-107,...124, 87-11-416,...614

2042022247

**Affiliates/  
National Agency**

2042022248



PUBLIC RELATIONS  
AFFILIATES/NATIONAL AGENCY

Local Affiliate Function:

- . Responsible for generating publicity for the event in advance of and during tournament week.
- . Responsible for generating publicity for Virginia Slims Tennis year-round.
- . Responsible for setting up, maintaining and staffing on-site Media Room.

National Public Relations Agency Function:

- . Responsible for generating extensive national exposure of Virginia Slims Tennis year-round.
- . Responsible for sports and off-sports publicity for the Virginia Slims Championships.
- . Responsible for developing publicity plans for special projects throughout the year.
- . Responsible for providing written press materials to be used nationally and on local levels.
- . The account executive should be in continual communication with the field to stay abreast of current happenings on-site among the players.
- . Generate a Rankings Release to be distributed to key U.S. Media every week.
- . Arrange and oversee National publicity hits at Virginia Slims Tennis events.
- . The agency is a source to all local public relations affiliates.
- . The account executive reports directly to the Program Administrator.

2042022249

AFFILIATE PLANNING  
GUIDELINES

Advance Planning - four to twelve months before the tournament.

- . Once a month placement from other affiliates.
- . Contact promoter monthly with report.
- . Monthly placement from your area about progress of local players.
- . Make sure all advance publications list your event in calendars.
- . Get published two to three feature story placements on players, coaches, etc. received from the SOURCE.

120 days before tournament until tournament begins.

- . Average of 10 releases regarding tournament.
- . Plan public relations program to coincide with advertising schedule. (Very Important).
- . Coordinate with promoter to report promotions.
- . Set up and supervise one (or two) media day(s).
- . Place at least two column notes per month that come from the SOURCE.
- . Contact promoter weekly regarding the status of the tournament publicity.
- . Wrap-up tournament with a special release.

Each affiliate should formulate a strategic year-round publicity plan following this outline. It should be submitted to the New York office no later than 120 days before the start of the tournament.

2042022250

VIRGINIA SLIMS  
AFFILIATES  
CONTACT LIST

National/V.S. Championships

Cohn & Wolfe  
Peter Land  
Bill Pendergast  
225 Park Avenue South  
New York, NY 10003  
(212)598-3654 (Peter)  
(212)598-3626 (Bill)  
(212)979-9194 or 598-3665 (Fax)  
(212)249-6312 (Peter's Home)

V.S. of Washington/Newport

Brotman & Associates  
Charles Brotman  
Kerry Bohen  
John Payne  
1725 DeSales Street, N.W.  
Washington, D.C. 20036  
(202)296-7200  
(202)296-6341 (Fax)

V.S. of Houston/Albuquerque/  
Oklahoma City/Nashville

EVENTS  
Tip Nunn  
Brian Muir  
Phil Worth  
535 16th Street  
Suite 920  
Denver, CO 80202  
(303)892-0616  
(303)892-0513 (Fax)

V.S. of Los Angeles/Palm Springs

The Robbins Group  
Marcia Robbins  
Ann Williams  
12031 Ventura Blvd  
Suite 2  
Studio City, CA 91604  
(818)761-6770  
(818)980-8247 (Fax)

V.S. Championships

Madison Square Garden  
Nancy Moon  
2 Penn Plaza  
3 Floor  
New York, NY 10121-0091  
(212)465-6773  
(212)465-6525 (Fax)

V.S. of California

JDPR  
Jerry Diamond  
Kevin Diamond  
1388 Sutter Street  
Suite 710  
San Francisco, CA 94109  
(415)673-2016  
(415)441-1961 (Fax)

V.S. of Florida

Tamera Herrod Public Relations  
Tamera Herrod  
Ana Belle Ramos  
10190 Boca Entrada Blvd., 232  
Boca Raton, FL 33428  
(407)483-6541  
(407)483-6894 (Fax)

V.S. of Chicago

Daniel J. Edelman, Inc.  
Andy Clark  
Theresa Smiley  
211 E. Ontario Street  
Chicago, IL 60611  
(312)280-7000  
(312)280-7071 (Fax)

As of 1/22/91

2042022251

COORDINATION OF MEDIA DAYS  
(NAMED EVENTS ONLY)

- . Player commitment for tournaments in the upcoming year is available from the WTA on approximately November 15.
- . Player commitment information cannot be released earlier than 120 days prior to the tournament.
- . Each named event is allotted one primary media day. A secondary media day with a lesser known player can be arranged (e.g., for the draw), if needed. The Virginia Slims Championships is allotted two or three days.
- . It is the responsibility of the Program Administrator to ensure that the public relations affiliate and the promoter have communicated and reached a decision as to their first and second choice of a player and of a date.
- . The first and second choices are related back to the Program Administrator who turns it over to a Public Relations Director to pursue.
- . The Public Relations Director delivers the response directly to the public relations affiliate in a timely manner.
- . The PR affiliate is responsible for scheduling a full, well-prepared media day(s) and for submitting a tentative schedule to the Program Administrator 48 hours before the day.
- . The player's fee and expenses are paid directly by the New York office.

2042022252

## COORDINATION OF MEDIA ROOM ACTIVITIES

### Computer

- . Set up by affiliate.

### Source Reports

- . Written and transmitted nightly on Slimstat by affiliate with assistance from the on-site Public Relations Director.

### Input Draws

- . Draw(s) put into computer at beginning of week by the WTA representative on-site.
- . Draw is updated every day following matches.

### Player Interviews

- . Affiliate presents lists of requests in advance of tournament.
- . Public Relations Director on-site contacts players directly to request interviews and to organize logistics.
- . Grand Slam/Non-named events: WTA has primary responsibility.
- . Virginia Slims can orchestrate interviews at all non-named events if they are to advance an upcoming Virginia Slims named event. The Virginia Slims Public Relations Director must notify the WTA and KGF on-site person.

2042022253



THREE MILLION DOLLAR VIRGINIA SLIMS CHAMPIONSHIPS  
NOVEMBER 12-18, 1990  
MADISON SQUARE GARDEN

The Season-Ending Finale for Women's Tennis and  
New York's Only Fall Tournament

Media Office  
Cohn & Wolfe  
Bill Pendergast  
225 Park Avenue South  
New York, NY 10011  
212/598-3626

APPLICATION FOR MEDIA CREDENTIALS

MEDIA ORGANIZATION \_\_\_\_\_

OFFICE ADDRESS \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_ NIGHT PHONE \_\_\_\_\_

Please check appropriate organization description:

Daily Newspaper	_____	Wire Service	_____
Weekly Magazine	_____	Radio	_____
Magazine	_____	Television	_____
Tennis Publication	_____	Photo Agency	_____

REQUEST CREDENTIALS FOR THE FOLLOWING REPRESENTATIVE(S):  
(Check Working Press or Photo):

_____	Press	Photo
_____	Press	Photo
_____	Press	Photo
_____	Press	Photo

DATES CREDENTIALS REQUESTED (Please Check):

All sessions	_____	Thurs., Nov. 15 at 6:00	_____
Mon., Nov. 12 at 5:00	_____	Fri., Nov. 16 at 6:00	_____
Tues., Nov. 13 at 5:00	_____	Sat., Nov. 17 at Noon	_____
Wed., Nov. 14 at 5:00	_____	Sun., Nov. 18 at 1 p.m.	_____

MEDIA ROOM EQUIPMENT/SERVICE REQUESTS (Please Check):

Manual Typewriter	_____	Fax Service	_____
Telecopier	_____	(Circle) Daily M T W Th F Sa Su	_____
Electric Outlet	_____	Approx. Time Service Needed	_____

(TURN OVER)

2042022254

MEMORANDUM

To: All KGF Tournament Directors  
From: JOAN PENNELLO  
Subject: Tournament Food  
Date: February 20, 1991



Enclosed is a listing of proper foods the WTA would encourage you to have available on-site. This menu was approved by the WTA Board of Directors and developed by Julie Anthony.

We appreciate your cooperation.

2042022256



## TOURNAMENT FOOD

2/11/91

The goal of having food for the players at the tournament site is to supply the players with their energy need (calories) and help them maintain their hydration levels. Because players will eat or drink virtually anything when they're hungry, thirsty, or nervous, it would be extremely helpful if the tournament could supply only foods and fluids that would be healthful, and not foods that provide "empty" calories.

A healthy diet for athletes, and people in general, is one high in complex carbohydrates, low in fat, and with a moderate amount of protein. In addition, since water is the main ingredient lost in sweat, pure drinking water should be made very available at all times. Accordingly, below is a list of foods and beverages that would fulfill the above goals.

### BREADS

- Whole wheat
- French
- Italian
- Pita
- Cinnamon raisin
- Bagels
- Crackers: Triscuits, Wheat Thins, Ry Crisp, Saltines
- Low sugar cereals

### FRUITS AND VEGETABLES

- Fresh Fruit salad
- Dried Fruits
- Whole fresh fruits
- Fresh cut raw vegetables
- Salad Bar: tomatoes, potatoes, lettuce, cucumbers, mushrooms, carrots, peas, beans, etc., with oil and vinegar based dressing

### PROTEIN

- Chicken
- Turkey
- Fish e.g., tuna, salmon, halibut
- Hard cheeses
- Non-fat yogurt
- Hard-boiled eggs
- Non-fat milk

### BEVERAGES

- Bottled water
- Mineral water
- Fruit juices
- Carbohydrate feeding drinks e.g., MAX, Exceed

### MISCELLANY

- Pasta with tomato sauce or olive oil or plain
- Baked potato
- Rice
- Broth-based soups, e.g., onion, minestrone, chicken noodle

2042022257



**VIRGINIA SLIMS  
CHAMPIONSHIPS**

2042022258

VIRGINIA SLIMS CHAMPIONSHIPS  
CHECKLIST

TRANSPORTATION

- . Manager, Virginia Slims Tennis, contacts Transportation Director who will handle all details prior to and during event.
- . Virginia Slims staff set up policy guidelines including specific lists of guests who will be provided transportation.
- . See Transportation Letter of Agreement for specific details of job responsibilities.

HOTEL

- . All details handled by Manager, Operations.

TICKETS

- . Manager, Virginia Slims Tennis, oversees all aspects.
- . Director, Event Marketing, and Ellen Merlo establish policy on ticket requests.
- . Tickets are obtained from promoter by October 15.
- . All tickets distributed through New York office by Shari Barman and Coordinator, Operations.
- . Match tickets: Create for each session, 10 seats (see graphic).

ADVERTISING

- . Manager, Virginia Slims Tennis, submits creative brief to Leo Burnett in January.
- . Preparation for national publications should be done by the end of April.
- . Promoter submits media schedule to Manager, Virginia Slims Tennis by June 1.
- . See Advertising section of Procedures Manual.

PUBLIC RELATIONS

- . All details handled by Program Administrator, and affiliate.
- . Media days: Two or three media days are allocated to the Championships. Program Administrator, Public Relations Director and affiliate coordinate all details.
- . Press conference at the Official hotel first Monday of tournament. All singles players must attend; doubles players are invited to attend.
- . Credentials: All media credentials distributed through affiliate.
- . On-site Media Room: Local affiliate sets up and maintains media room.

2042022259

## VIRGINIA SLIMS CHAMPIONSHIPS CHECKLIST

(Page two)

### HOSPITALITY

#### On-Site:

- . Hospitality Area is located in MSG Rotunda.
- . Steve Gallagher handles all details of setting up pipe and draping, furniture, food, bar, plants, etc., with final approval of every element from New York office (due by September 15).
- . Shari Barman and Annalee Thurston coordinate with Steve Gallagher.

#### Affiliates

- . Affiliates are invited (at their own expense) to attend the finals week-end, with tickets to the matches provided by Virginia Slims.
- . Program Administrator handles all details.

#### Player Check-In

- . Hospitality Suite set up at hotel on the Sunday prior to the tournament for Player check-in.
- . Annalee Thurston to handle all details.
- . Annalee Thurston produces information card with Player Check-In details to be handed out at the two tournaments immediately preceding the Championships.
- . Annalee Thurston produces large "Schedule of Events" board, directional signage, raffle and other signs as need in Art Department.
- . Arrangements must be made for a pianist, flowers, food/beverage, raffle items, media training and beauty salon sign-up sheets.

#### Saturday Evening Function

- . Held at the Official hotel following the semifinals.
- . Shari Barman and Annalee Thurston handle all details.
- . Use VS Reception signs (2) from information signs kit.

#### Banquet

- . Shari Barman and Annalee Thurston are point persons.
- . Held the final Sunday evening at the Pierre Hotel.
- . Steve Gallagher handles all details with Barman/Thurston and final approval from the New York office.
- . Table gift to be produced by New York office - 400 pieces.
- . Annalee Thurston updates the guest list, to be approved by New York office.
- . Invitations to be created and produced by Art Department and mailed by New York office.
- . All RSVP's handled by New York office.

2042022260

VIRGINIA SLIMS CHAMPIONSHIPS CHECKLIST  
(Page three)

SITE SET-UP

- . Manager, Operations coordinates with promoter, Steve Gallagher and NY Decorating Company.
- . Center court (see attached diagram).
- . See attached for VS banners produced (graphics also attached) and other on-court signage.

CHECK PRESENTATIONS

Singles

- . Group Manager or Director makes presentation.
- . Program format to be outlined and communicated to promoter and presenter by Manager, Operations.
- . Manager, Operations, writes Manager's speech.

Doubles

- . Manager, Virginia Slims Tennis, makes presentation.
- . Program format to be outlined and communicated to promoter and presenter by Manager, Operations.
- . Manager, Operations, provides notes for Manager, Virginia Slims Tennis', speech.

SALES FORCE

- . Coordinator, Operations corresponds (see Communications to Sales Force).
- . Tickets (based on meeting with Division Manager).
- . Party: On-site (see Communications to Sales Force), coordinated by Trade Relations.

SPECIAL INVITATIONS TO GUESTS

- . Update list of International Tournament Promoters and Directors of non-named events to invite (see lists attached).
- . Manager, Virginia Slims Tennis, sends letter of invitation by September 15, but indicates that no expenses are picked up by Virginia Slims. Match tickets, on-site Hospitality Suite and Banquet invitations will be provided only.
- . Manager, Virginia Slims Tennis, invites all named event promoters and all named event promoters (see attached letter) following U.S. Open. (Faxes should be sent, followed by the hard copy).
- . Each named event promoter is reimbursed one round-trip, coach air fare plus three hotel nights (Friday, Saturday and Sunday). Room and tax only are picked up by Virginia Slims (master bill).

P.O.S. MATERIALS

- . Special materials produced. Coordinator, Operations coordinates with promoter beginning in February.
- . Review materials with promoter before final production.
- . See attached list .

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VIRGINIA SLIMS CHAMPIONSHIPS CHECKLIST  
(Page four)

TOURNAMENT MATERIALS

- . Coordinator, Operations, produces all materials.
- . Letterhead and envelopes needed immediately following event for next year.

PRO SHOP

- . Coordinator, Operations, handles all details.
- . Coordinated with Bernie Herman concessionaire.
- . Promoter uses two booths.

OTHER SIGNAGE

- . Remainder of facility signage, other than banners, coordinated by Coordinator, Operations, Manager, Operations and promoter.
- . Section seating signs: Coordinate with promoter. Coordinator, Operations, produces.
- . Player seats (match tickets): Identify, produce tickets and give to WTA Tour Director on-site. Coordinator, Operations produces.

ARRIVAL KITS/GOODY BAGS

- . Put together by entire staff week-end before event.
- . Player bags are distributed in the hotel Player Check-In suite on Sunday or by the Transportation/Concierge Desk. VIP bags are distributed by the Transportation/Concierge Desk or at the MSG hospitality area.
- . Contents (see attached list).
- . Leave card (to be received upon check-in) at hotel registration desk with instructions to go to Hotel Hospitality Suite, MSG Hospitality area or Transportation Desk to pick up.
- . Prepare master checklist for Player Concierge Desk.
- . Get a room or closet in the hotel for storage.
- . Information Booklet compiled and produced by Annalee Thurston.
- . Goody bags and contents produced by New York office.

PLAYER-RELATED FUNCTIONS

- . Coordinator, Operations, produces "check-in" card, inviting players to Sunday Welcome Buffet and listing week-long player activities.
- . Manager, Operations and Public Relations Directors distribute card in two tournaments immediately preceding the Championships.
- . Manager, Operations creates player fact sheet (the WTA does not do one for the Championships) and distributes it during the two tournament weeks immediately preceding the Championships.
- . The fact sheet is sent to players not playing in these two events. (Manager, Operations)
- . Manager, Operations contacts 17th alternate player according to specific guidelines (see policy).

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VIRGINIA SLIMS CHAMPIONSHIPS CHECKLIST  
(Page five)

CREDENTIALS

- . Produced by Coordinator, Operations.
- . See separate page in Procedures Manual for list and quantities of credentials created.
- . Produce Badge Boards for site.

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VIRGINIA SLIMS CHAMPIONSHIPS

P.O.S./TOURNAMENT MATERIALS

P.O.S. MATERIALS

- . Poster
- . Counter card
- . Brochure
- . Magazine insert
- . Spectator drawsheet
- . Program cover
- . TDI

TOURNAMENT MATERIALS

- . Telephone number cards
- . VS Championships banners
- . Credentials
- . Numbers/letter for seating areas (purchase at art store)
- . Credential boards (include both sides of telephone information card)
- . Information book
- . Match tickets
- . Ticket Vouchers
- . Media meal chits
- . Note to all players/VIP for Welcome Bag pick-up
- . Player check-in information card
- . Employee Lottery information
- . Employee Discount information

2042022264

VS CHAMPIONSHIPS MATERIALS  
(Page two)

SIGNAGE (See graphics)

Player Check-In

- \* PLAYER CHECK-IN (2) with arrows
- \* VIRGINIA SLIMS THEATRE RAFFLE (1)
- \* PLAYER SCHEDULE OF ACTIVITIES (1)

For Hotel

- \* PLAYER CONCIERGE (1)
- \* PLAYER CONCIERGE (when they are at the site) (1)
- \* VIRGINIA SLIMS BEAUTY SALON (1)
- \* TRANSPORTATION (for desks, cars and shuttle buses) (use signs from information sign kits)

Media Center

- \* WOMEN (2)
- \* MEN (2)
- \* NO CANS OR BOTTLES IN THE ARENA (1)
- \* MEDIA ONLY (2)
- \* MEDIA DINING ROOM (2)
- \* WORKING MEDIA AREA (3)
- \* INTERVIEW ROOM (2)
- \* WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS MEDIA BREAKFAST (1)
- \* WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS DRAW LUNCHEON (1)
- \* WELCOME TO THE \$3 MILLION VIRGINIA SLIMS CHAMPIONSHIPS MEDIA CENTER (2)
- \* CREDENTIAL PICK-UP (2)
- \* VIRGINIA SLIMS CHAMPIONSHIPS (Podium sign with room for decal) (4)

On-Site

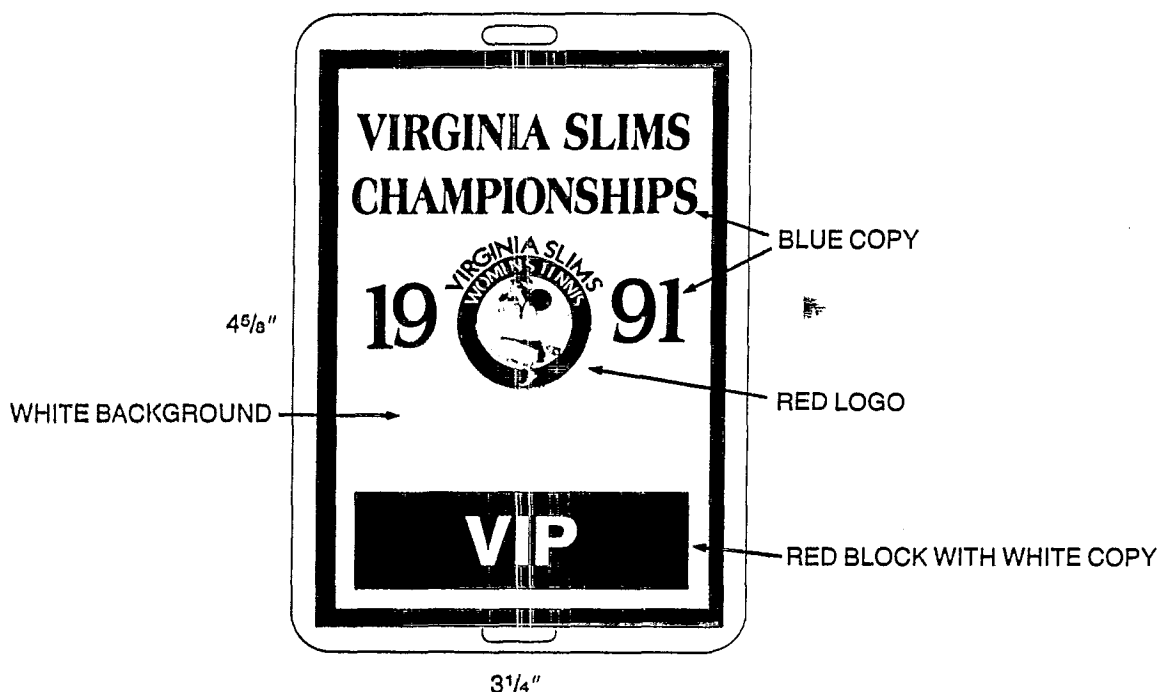
- \* Section seating signs...C, D, E, DD, F, FF
- \* Badge Boards (35)

2042022265

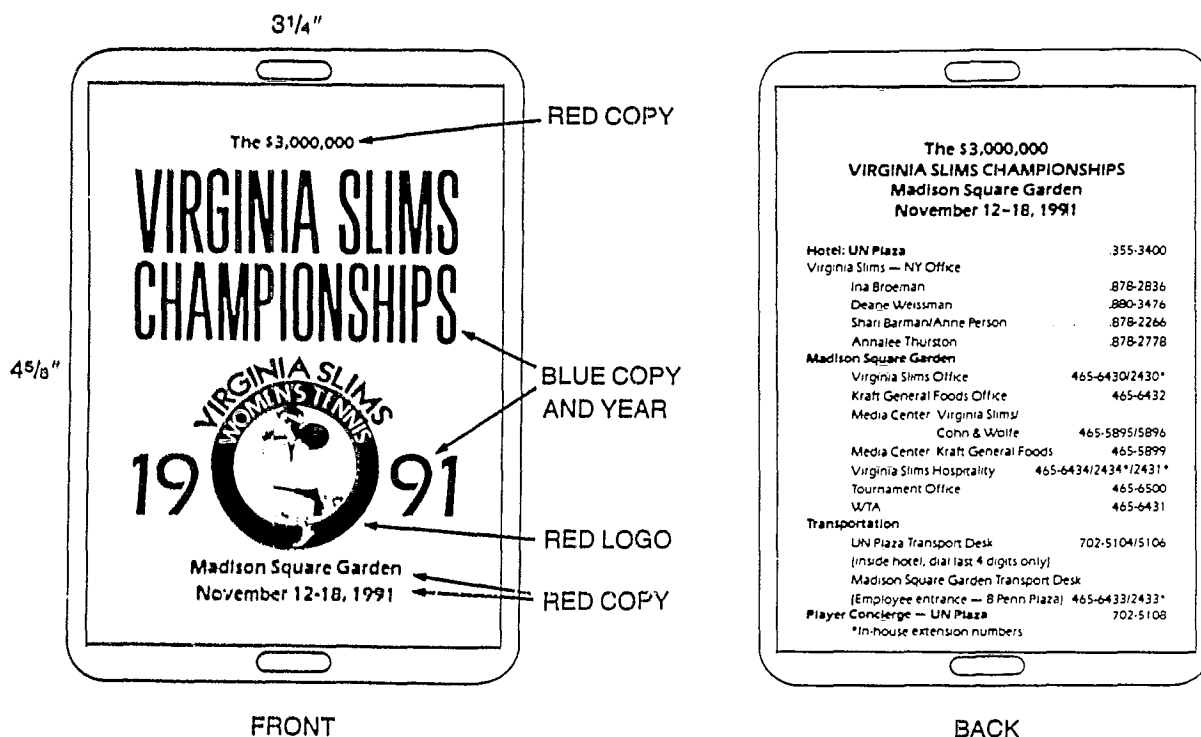


# VIRGINIA SLIMS CHAMPIONSHIPS

## CREDENTIAL



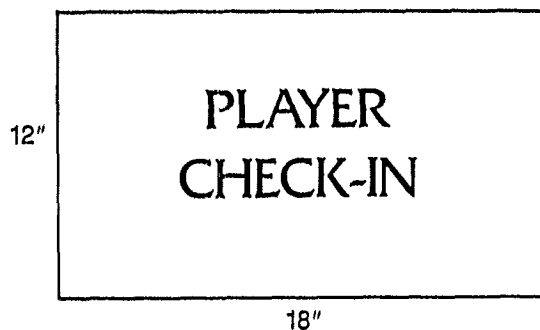
## TELEPHONE CARD



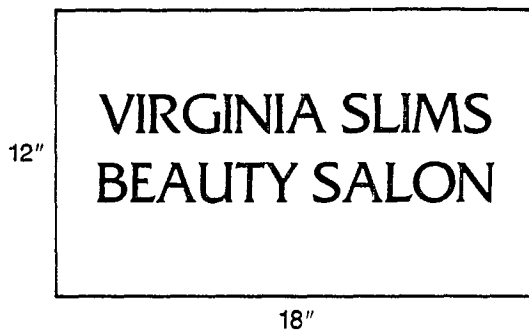
2042022266

## **VIRGINIA SLIMS CHAMPIONSHIPS SIGNAGE**

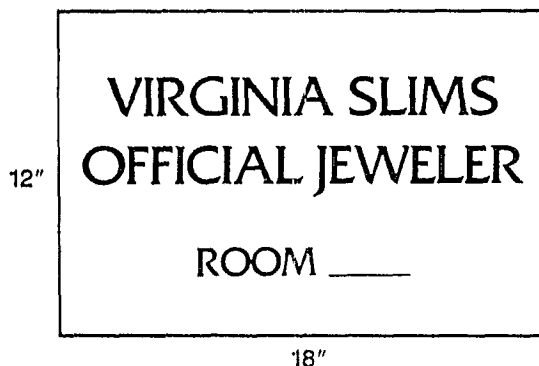
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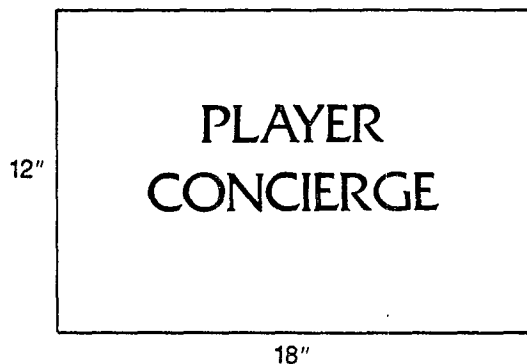
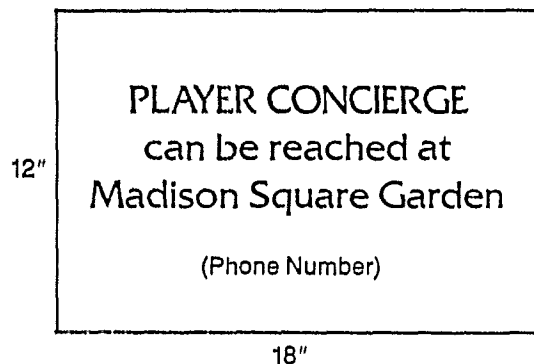
BLACK COPY ON WHITE VARNISHED FOAMCORE.  
ONE TO BE USED ON AN EASEL. (1)  
ONE TO HAVE A SELF-STICKING BACK. (1)  
BOTH NEED TO HAVE SELF-ADHESIVE BLACK ARROWS.



BLACK COPY ON WHITE VARNISHED  
FOAMCORE TO BE USED ON AN EASEL. (1)



BLACK COPY ON WHITE VARNISHED FOAMCORE  
TO BE USED ON AN EASEL. (2)  
SELF-ADHESIVE BLACK ARROWS ARE ALSO PRODUCED.  
THE NAME OF THE JEWELER CAN ALSO  
BE INCLUDED ON THE SIGN.



SELF-STANDING HORIZONTAL SIGNS WITH BLACK COPY  
ON WHITE VARNISHED FOAMCORE. (1 OF EACH)

2042022267

## VIRGINIA SLIMS CHAMPIONSHIPS

### PLAYER SCHEDULE OF ACTIVITIES SIGN

VIRGINIA SLIMS CHAMPIONSHIPS  
PLAYER SCHEDULE OF ACTIVITIES

Monday, Nov. 12

10:00 am Media Breakfast  
Pierre Hotel

5:00 Virginia Slims Hospitality  
Rotunda, Madison Square Garden

5:45 Matches Begin

↓

(LIST ADDITIONAL ACTIVITIES AS APPROPRIATE  
THROUGH ENTIRE WEEK)

6'

4'

SELF STANDING VERTICAL SIGN WITH BLACK COPY  
ON WHITE VARNISHED FOAMCORE. (1)

### THEATRE RAFFLE SIGN

VIRGINIA SLIMS  
THEATRE RAFFLE

- Aspects of Love
- Phantom of the Opera
- Les Miserables

(Wednesday Matinee)

Please make your selections,  
in order of preference, and  
drop into the Silver Bowl.

18"

12 "

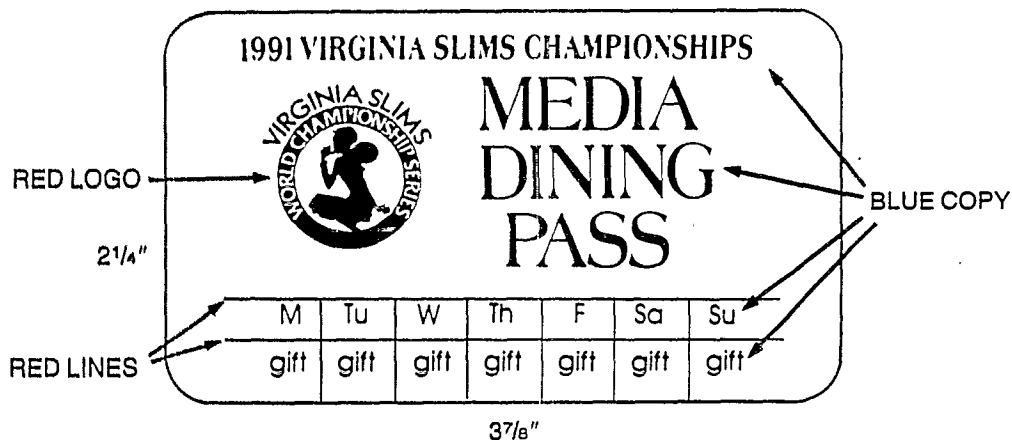
SELF STANDING VERTICAL SIGN WITH BLACK COPY  
ON WHITE VARNISHED FOAMCORE. (1)

8922202402

# VIRGINIA SLIMS CHAMPIONSHIPS

## MEDIA CENTER

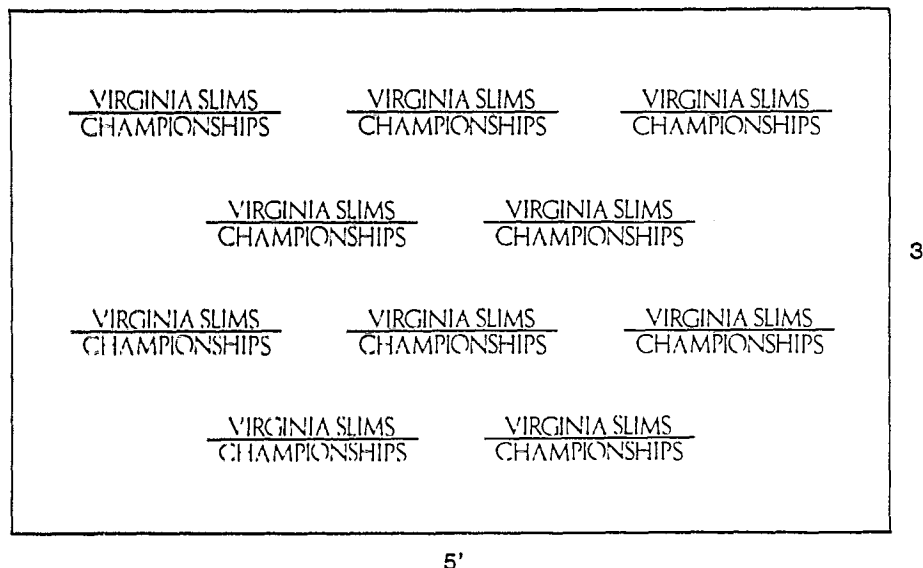
### MEDIA DINING PASS



RED AND BLUE IMPRINT ON  
WHITE HEAVY COATED STOCK

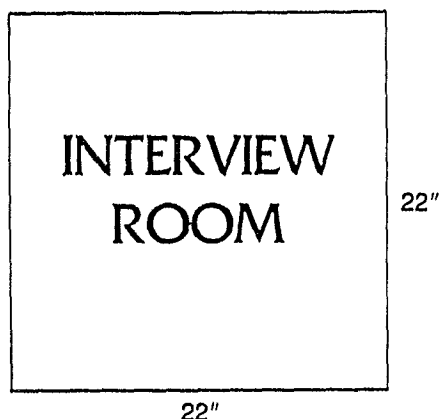
## INTERVIEW BANNER

PRINTS WHITE COPY AND RED (PMS 200) BARS ON DARK BLUE (PMS 280) NYLON.



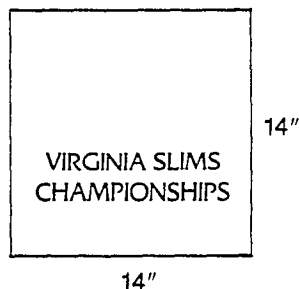
2042022269

# VIRGINIA SLIMS CHAMPIONSHIPS MEDIA CENTER SIGNAGE



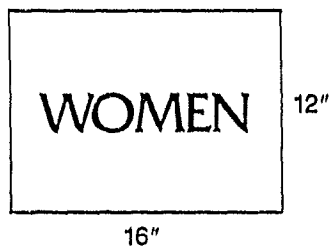
- INTERVIEW ROOM (2)
- CREDENTIAL PICK-UP (2)

## PODIUM SIGN

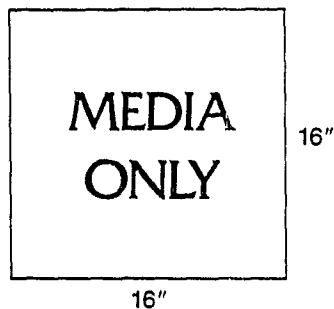


- VIRGINIA SLIMS CHAMPIONSHIPS (4)  
(LEAVE ROOM FOR DECAL)

BLACK COPY ON WHITE  
VARNISHED FOAMCORE

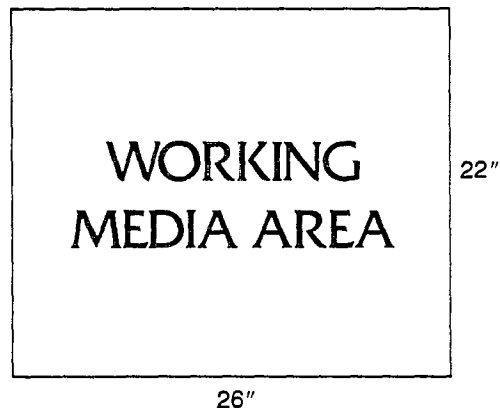


- WOMEN (2)
- MEN (2)

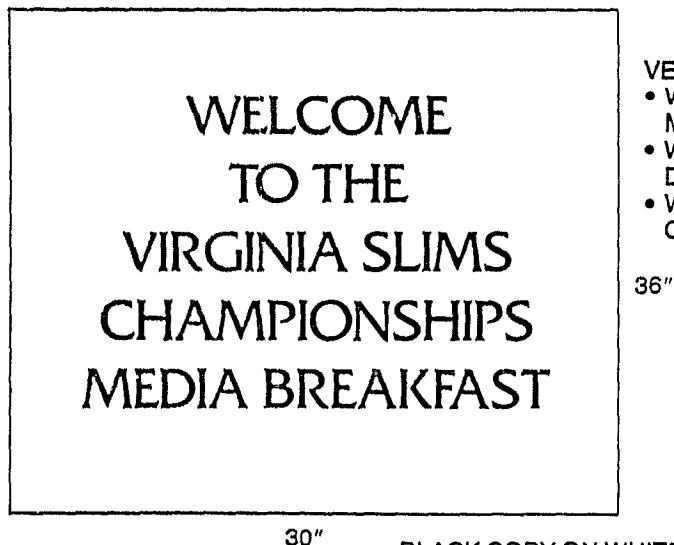


- NO CANS OR BOTTLES  
IN THE ARENA (1)
- MEDIA ONLY (2)

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VARNISHED FOAMCORE



- MEDIA DINING ROOM (2) (IN SCRIPT)
- WORKING MEDIA AREA (3)



### VERSIONS:

- WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS  
MEDIA BREAKFAST (1)
- WELCOME TO THE VIRGINIA SLIMS CHAMPIONSHIPS  
DRAW LUNCHEON (1)
- WELCOME TO THE \$3 MILLION VIRGINIA SLIMS  
CHAMPIONSHIPS MEDIA CENTER (2)

BLACK COPY ON WHITE VARNISHED FOAMCORE.

2042022270

# VIRGINIA SLIMS CHAMPIONSHIPS

## MATCH TICKETS

---

4 1/4"

<b>MATCH 1</b> <small>MONDAY, NOVEMBER 12, 1990</small>	<b>MATCH 3</b> <small>TUESDAY, NOVEMBER 13, 1990</small>	<b>MATCH 1</b> <small>THURSDAY, NOVEMBER 15, 1990</small>	<b>MATCH 1</b> <small>SATURDAY, NOVEMBER 17, 1990</small>	3 5/8"
<b>MATCH 2</b> <small>MONDAY, NOVEMBER 12, 1990</small>	<b>MATCH 4</b> <small>TUESDAY, NOVEMBER 13, 1990</small>	<b>MATCH 2</b> <small>THURSDAY, NOVEMBER 15, 1990</small>	<b>MATCH 2</b> <small>SATURDAY, NOVEMBER 17, 1990</small>	
<b>MATCH 3</b> <small>MONDAY, NOVEMBER 12, 1990</small>	<b>MATCH 1</b> <small>WEDNESDAY, NOVEMBER 14, 1990</small>	<b>MATCH 3</b> <small>THURSDAY, NOVEMBER 15, 1990</small>	<b>MATCH 3</b> <small>SATURDAY, NOVEMBER 17, 1990</small>	
<b>MATCH 4</b> <small>MONDAY, NOVEMBER 12, 1990</small>	<b>MATCH 2</b> <small>WEDNESDAY, NOVEMBER 14, 1990</small>	<b>MATCH 1</b> <small>FRIDAY, NOVEMBER 16, 1990</small>	<b>FINAL MATCH</b> <small>SUNDAY, NOVEMBER 18, 1990</small>	
<b>MATCH 1</b> <small>TUESDAY, NOVEMBER 13, 1990</small>	<b>MATCH 3</b> <small>WEDNESDAY, NOVEMBER 14, 1990</small>	<b>MATCH 2</b> <small>FRIDAY, NOVEMBER 16, 1990</small>		
<b>MATCH 2</b> <small>TUESDAY, NOVEMBER 13, 1990</small>	<b>MATCH 4</b> <small>WEDNESDAY, NOVEMBER 14, 1990</small>	<b>MATCH 3</b> <small>FRIDAY, NOVEMBER 16, 1990</small>		

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VIRGINIA SLIMS CHAMPIONSHIPS  
Credentials

<u>TITLE/COLOR/ACCESS AREAS</u>	<u>QUANTITY</u>	<u>GIVEN TO</u>
<u>Red-All Access</u>		
STAFF	250	.VS below Manager .Tournament (100)
VIP	250	.Promoters .VS/PM Mgr.& above .Affiliates .Special cases
PLAYER	100	.Players
MEDIA STAFF	50	.B.Hannan
LOGO only	50	.Emergency
VENDOR (except VS Hospitality)	100	.Tournament(90)
TV (except VS Hospitality)	50	.Tournament
<u>Blue - All Access Except Media Center</u>		
PLAYER GUEST	250	.Player guests
GUESTS	200	.Distributed by VS
DAILY GUEST(Paper)	300	.For VS Hospitality(Daily)
<u>Green - Tunnel Only---No Rotunda/Media Center/VS Hospitality</u>		
UMPIRES	100	.Tournament(95)
BALLPERSONS	125	.Tournament(120)
SPECIAL GUESTS	100	.Tournament VIPs(95)

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VIRGINIA SLIMS CHAMPIONSHIPS  
Credentials  
(Page two)

Gold - Media Center Only

MEDIA	300	.B. Hannan
PHOTOGRAPHER	150	.B. Hannan
MEDIA/DAILY (Paper)	250	.B. Hannan
PHOTOGRAPHER/DAILY (Paper)	150	.B. Hannan

2042022273



PHILIP MORRIS USA

INTEROFFICE CORRESPONDENCE

120 Park Avenue, New York, NY 10017

TO: Distribution

DATE: October 23, 1989

FROM: Nancy Zimbalist *nz*

SUBJECT: Virginia Slims Championships Banners

We will be using the following banners for the 1990 Virginia Slims Championships.

<u>Total Qty</u>	<u>Banner</u>	<u>Framed/ Unframed</u>	<u>Location</u>
1	4' X 7' VS Champs	Unframed	Media Center
1	43" X 70' VS Champs TO BE CREATED	Unframed	(1 to hang with flags next to scoreboards)
2	5' X 15" VS Champs	1 Framed 1 Unframed	Adjacent to TV platform
8	3' X 7' VS Tennis	2 Framed 6 Unframed	To come from VS office
2	3' X 12' VS Champs	Unframed	Outside/hospitality
6	3' x 25' VS Champs	Framed	On-court
6	3' x 7' Phar-Mor	Framed	On-court
2	3' x 7' KGF World Tour	Framed	On-court

Masta will provide Brian Occhino (New York Decorating) with all our banners the week of October 29. Brian will make the frames the week of November 1 and start setting up at the Garden November 8.

Distribution

C. Bassignana  
S. Barman  
S. Gallagher  
B. Occhino  
A. Person  
\*D. Weissman  
I. Broeman

2042022274



VIRGINIA SLIMS CHAMPIONSHIPS  
NAMED EVENT PROMOTER INVITATION LETTER



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

October 5, 1990

George Liddy  
Liddun International  
2929 East Commercial Blvd., #610  
Ft. Lauderdale, FL 33308

Dear George:

It is nearly time once again for the Virginia Slims Championships, to be held at Madison Square Garden in New York City, November 12-18.

We are again pleased to offer you one round-trip airfare (coach class) and a complimentary room at the UN Plaza Hotel for three nights, Friday, November 16 through Sunday, November 18. Room and tax will be paid directly by Virginia Slims; you will be responsible for incidentals.

Of course, we also invite you to be our guest at the matches for the final weekend. Please hold the evening of Sunday, November 18 open for the annual Virginia Slims Championships Awards Banquet.

Please make your own airline reservations and submit the original ticket receipt (last page of the ticket) to us not later than December 14, 1990 to receive reimbursement.

Please contact Anne Person or me by October 19 to let us know that you will be joining us for the matches and festivities.

George, we hope you will be part of the celebration at this year's Virginia Slims Championships.

Sincerely,

Deane Weissman  
Manager, Event Marketing  
Virginia Slims

cc: I. Broeman  
A. Person

2042022276

VIRGINIA SLIMS CHAMPIONSHIPS  
INTERNATIONAL TOURNAMENT DIRECTORS & PROMOTERS  
INVITATION LIST  
(Primary Events Only)

Mr. Franco Bartoni  
Italian Tennis Federation  
Viale Dei Gladiatori 31  
00194 Roma, Italy

Mr. John Beddington  
c/o Canadian Tennis Association  
3111 Stells Avenue West  
Downsview, Ontario M3J 342  
Canada

Mr. Patrice Clerc  
Director, French Open  
Championships  
French Tennis Federation  
Stade Roland Garros  
2 Avenue Gordon Bennett  
75016 Paris  
France

Mr. Dieter Fischer  
Tennis Club TS4 Filderstadt  
Sportzentrum Platten Hardt  
7024 Filderstadt 4  
West Germany

Mr. George Hendon  
Dale Place, Rake, Liss  
Hampshire GU33 7JF  
England

Mr. John Feaver  
The Lawn Tennis Association  
Barons Court  
London, W14 9EG  
England

Mr. John Curry  
All England Lawn Tennis & Croquet Club  
Church Road  
Wimbledon, Encland

Mr. Gunther Sanders  
Leisewitzstrabe 26  
D-3000 Hannover 1,  
West Germany

Mr. Phil de Picciotto  
Advantage International  
1025 Thomas Jefferson S.  
Suite 450  
Washington, D.C. 20007

Mr. Colin Stubs  
LTAA  
55 Commercial Road  
South Yarra 3141  
Australia

Mr. Eberhardt Wensky  
LTCC "Rot-Weiss" - e.v.  
Gottfried von Cramm  
WEG 47-55  
D-1000 Berlin 33  
West Germany

Mr. Jack Butefish  
Group Dynamics, Inc.  
2601 Ocean Park Avenue #309  
Santa Monica, CA 90405

Mr. Kobayashi  
Dentsu, Inc.  
1-11 Tsukiju, Chuo-ku  
Tokyo 104, Japan

204202227

VIRGINIA SLIMS CHAMPIONSHIPS

1990 HOSPITALITY INVITATION LIST

DOMESTIC NON-NAMED EVENT TOURNAMENT PROMOTERS  
(Tennis Tickets/Banquet/On-Site Hospitality Only)

U.S. HARDCOURT San Antonio, Texas	JOANN CELLA MIKE BURNS
LIPTON INTERNATIONAL PLAYERS CHAMPIONSHIPS Key Biscayne, Florida	CLIFF BUCHHOLZ BUTCH BUCHHOLZ
FAMILY CIRCLE CUP Hilton Head Island, South Carolina	JACK JONES JOHN MORENO DEDE PATTERSON CHUCK TOWNSEND
BAUSCH & LOMB Amelia Island, Florida	CAPITAL SPORTS BOB ARRIX
U.S. OPEN Flushing Meadows, New York	JOANN CELLA MARSHALL HAPPER
MAZDA TENNIS CLASSIC San Diego, California	JANE STRATTON RAQUEL GISCAFRE
WESTCHESTER LADIES CUP Westchester, New York	CHRIS BOYER
OTB OPEN Schenectady, New York	NITTY SINGH
ARIZONA CLASSIC Phoenix, Arizona	TRISH FAULKNER
JELL-O TENNIS CLASSIC Indianapolis, Indiana	BARBARA WYNNE ANN SCHAEFER

2042022278

VIRGINIA SLIMS CHAMPIONSHIPS  
NON-NAMED EVENT PROMOTER INVITATION LETTER



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

October 9, 1990

Jane Stratton  
Promotion Sports, Inc.  
P.O. Box 2271  
Delmar, CA 92014-1571

Dear Jane:

It is nearly time once again for the Virginia Slims Championships, to be held at Madison Square Garden in New York City, November 12-18.

Virginia Slims would like to invite you to be our guest at the matches for the final weekend. Please hold the evening of Sunday, November 18 open for our annual awards banquet.

Please fax Anne Person or me (212-922-1462) by October 19 to let us know that you will be joining us for the matches and festivities.

Jane, we hope you will be part of the celebration at this year's Virginia Slims Championships.

Sincerely,

Deane Weissman  
Manager, Event Marketing  
Virginia Slims

cc: I. Broeman  
A. Person

2042022279



WELCOME LETTER

November 11, 1990

Dear Players and Guests:

All of us at Virginia Slims welcome you to New York for the 1990 Virginia Slims Championships at Madison Square Garden.

Throughout the week, activities are planned to spotlight women's tennis. We are delighted that you are here for this prestigious tournament marking the culmination of an exciting year in women's tennis.

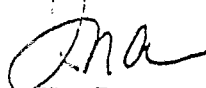
The tournament festivities begin on Monday, November 12th, with the Player/Media Breakfast at the Pierre Hotel. The week of match action and activities concludes with our Awards Banquet at the Pierre Hotel Sunday, November 18th.

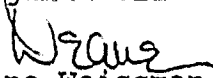
This booklet has been developed to provide information and answer any questions you may have concerning this year's Championships. If you need additional information, please feel free to contact any of us at Virginia Slims.

Again, welcome to the Virginia Slims Championships and enjoy what promises to be a great week!

...And a special "Good Luck" to the players.

Sincerely,

  
Ina W. Broeman  
Group Manager, Event Marketing  
Virginia Slims

  
Deane Weissman  
Manager, Event Marketing  
Virginia Slims

2042022280



LETTER TO PLAYERS ACCOMPANYING GIFT

November 7, 1990

Dear Mary Joe:

We are delighted to welcome you and congratulate you on qualifying for the 1990 Virginia Slims Championships. It is an achievement to be proud of and we share that pride in your year-long effort.

As a small way of commemorating your qualifying, enclosed is a memento marking the occasion.

We are looking forward to welcoming you to the Virginia Slims Championships at the Player Check-In on Sunday night in Suite 2935 at the UN Plaza. This is where you need to pick up your credentials. When you stop by you become eligible to win Broadway theatre tickets.

In preparing for the week, keep in mind the Media Breakfast on Monday morning. And the Virginia Slims Championships Awards banquet on Sunday night, November 18 features a special performance by Taylor Dayne. It will be a fun and exciting evening and we know you'll have a great time.

Again...congratulations!

Best regards,

Deane Weissman  
Manager, Event Marketing  
Virginia Slims

cc: Ina Broeman  
Anne Person

2042022281



VIRGINIA SLIMS CHAMPIONSHIPS

ARRIVAL KITS

- . Virginia Slims Championships bag (produce) - 400
- . Information booklet (produce) - 400
- . Credentials (produce)
- . Program (get from Promoter) - 400
- . Pen
- . Notepad
- . Telephone card (produce)
- . T-shirt (Championships graphic)
- . Luggage tag
- . Chain for credentials
- . Other items to be determined

2042022282

## VIRGINIA SLIMS CHAMPIONSHIPS

### HOTEL

#### ALL RESPONSIBILITIES-----MANAGER, OPERATIONS

See Attached Copy of U.N. Plaza Contract

#### Rooms

- \* Room price determined by hotel based on Consumer Price Index with previous year as base figure.
- \* Upgrade rooms for: Top 8 singles players and top 4 doubles teams (in other words, the seeded players).
- \* Procure as many efficiencies and Tower kings as possible (for players and VIPs).
- \* Use hotel floor plan to determine exact type of rooms.
- \* Set aside block of 60-150 rooms per night.
- \* Manager, Operations is the only contact person to reserve rooms for all guests.
- \* Begin to make all reservations at least 4 weeks in advance for players, Virginia Slims staff, WTA, promoters and miscellaneous guests. Final room list is due two weeks before first night that room block begins.
- \* Set up master billing and work closely with hotel to ensure proper rates are charged to each guest.

#### Additional Hotel Needs

- \* Player Check-In -- Sunday before event, 5:00-9:00 p.m. Need large parlor or suite (UN Plaza-Suite 2935). Must be available by 9:00am.
- \* Promoter meetings.
  - . Set aside a meeting room for two days at hotel. Coordinate with President of WPTTA.
- \* WTA Committee Meetings/Board Meetings.
  - . Coordinate dates with WTA or committee chairperson.

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VIRGINIA SLIMS CHAMPIONSHIPS - HOTEL  
(Page two)

- \* WIPTC Meetings.
  - . Set aside meeting room for 2 days. Coordinate with the WIPTC Administrative Assistant.
- \* Cocktail Reception.
  - . Suite 2935 on Saturday evening following the matches.
- \* Transportation Desk.
  - . Located in the hotel lobby. Transportation Director arranges for tables, chairs, easels, telephone lines with the hotel contact.
- \* Player Concierge Desk.
  - . Located adjacent to but separate from the Transportation Desk in the lobby.
- \* Jeweler.
  - . Large room or suite for displays (paid for by jeweler).
- \* Beauty Salon.
  - . Suite with a lot of mirrors for 2 (or 3) days, 9:00am-6:00pm. Retain this suite all week long for Player Concierge to sleep and use as storage for good bags and boxes.

2042022284

UNITED  
NATIONS  
PLAZA  
HOTEL

A PARK HYATT HOTEL

RECEIVED

SEP 19 1990

DEANE WEISSMAN

September 14, 1990

Ms. Ella Musolino-Alber  
Mr. Bill Goldstein  
Virginia Slims Championships  
Sports Etc.  
2 Pennsylvania Plaza  
15th Floor  
New York, NY 10023

One United Nations Plaza  
New York, New York 10017-3575  
Telephone 212 355 3400  
Telex 126803  
Telefax 212 702 5051

Dear Ella:

Dear Bill:

Thank you for your interest in the United Nations Plaza Hotel, a Park Hyatt for the 1990-1994 Virginia Slims Tournament.

At this time, the following arrangements are being held for you for the 1990 event:

Sleeping Room Accommodations

<u>Date</u>	<u>Rooms</u>
Friday, November 9	20
Saturday, November 10	40
Sunday, November 11	65
Monday, November 12	65
Tuesday, November 13	80
Wednesday, November 14	80
Thursday, November 15	80
Friday, November 16	90
Saturday, November 17	90
Sunday, November 18	80

Departure date is Monday, November 19, 1990

Additionally, 16 One-Bedroom suites and 3 Two-Bedroom suites are reserved for the following tentative dates:

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Ms. Ella Musolino-Alber - Mr. Bill Goldstein  
Page 2 - September 14, 1990

Friday, November 9	8 One-Bedroom Suites 1 Two-Bedroom Suite
Saturday, November 10	8 One-Bedroom Suites 2 Two-Bedroom Suites
Total by Saturday, November 10	16 One-Bedroom Suites 3 Two-Bedroom Suites

We will also be providing 2 Two-Bedroom Suites, on a complimentary basis for Ella Musolino-Alber and Bill Goldstein.

#### Rates

Deluxe Accommodations 1990:

\$160.00 - Players and coach or family members.  
\$180.00 - Guests

All rates are exclusive of New York City Sales and Occupancy Taxes.

Each player will be entitled to two rooms at the player rate (\$160.00), one for herself and one for her coach or a family member. Additional rooms for players and others will be \$180.00

Deluxe Accommodations 1991-1994:

Use 1990 rates as a base and increase not to exceed Consumer Price Index.

#### Suites

As agreed, we will provide sixteen (16) one bedroom suites for the players at the player rate of \$160.00 and guests at \$180.00. Two-Bedroom suites will be at the rate of \$320.00 for players and \$360.00 for guests.

#### Reservations Procedure:

A rooming list is due no later than October 12, 1990. Any rooms not picked up at that time will be released. Should additional rooms be required, they will be granted based on availability.

Cynthia Poggi, our Group Sales Coordinator will be contacting Anne Person for the rooming list.

Any revisions or cancellations to your rooming list after it has been received should be handled by Cynthia Poggi at 355-3400 extension 5310.

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United Nations Plaza Hotel

Ms. Ella Musolino-Alber - Mr. Bill Goldstein  
Page 3 - September 14, 1990

Billing Instructions:

All players, player's guests and most other guests will be responsible for all of their own charges. The only exceptions will be certain specific guests of Philip Morris whose room and tax charges, only, will be master billed. Each guest will settle their own incidental charges.

Meeting Room Arrangements:

The following meeting room arrangements are being held for you on a tentative basis:

Date	Time	# of People	Rental	Room
11/11/90	10AM-9PM Player Welcome Buffet	30-40	N/C (includes set-up)	2935
11/13/90	9AM-Onward Beauty Salon	5-10	\$160.00	One-Bedroom Suite***
add: 11/14/90	9-12 / International P. ... 9AM-Onward Beauty Salon	5-10	N/C	TBD One-Bedroom Suite***
11/15/90	8AM-5PM WPPTA, WIPTC Meetings	20 25-40	N/C	Dag Hammarskjold
11/16/90	8AM-5PM WPPTA, WIPTC Meetings	20 25-40	N/C	Dag Hammarskjold
add: 11/16/90	7:30-10 p.m. WPPTA	40	N/C	
delete 11/17/90	8AM-12N WPPTA, WIPTC Meetings	25-40	N/C	Dag Hammarskjold
delete 11/18/90	9AM-12N WPPTC, WIPTC Meetings	25-40	N/C	Dag Hammarskjold
add: 11/18/90	3PM-7PM Beauty Salon	5	N/C	One Bedroom Suite***
change: 11/19/90	2PM-5PM WITA Board Meeting	20	N/C	TBD
add: 11/19/90	9AM-5PM			
delete	If a Media Room is required, it will be provided at the player rate. KGF Steering Committee. N/C 20			

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United Nations Plaza Hotel

Ms. Ella Musolino-Alber - Mr. Bill Goldstein  
Page 4 - September 14, 1990

After we have received your signed copy of this letter, June Martinez, our Director of Catering will be contacting you to discuss the details of your meeting and deposit required.

\*\*\*The hours for the Beauty Salon and Media Training rooms listed above are for the functions only. Set-up will be done in advance. We will arrange to have the Beauty Salon and Media Training rooms very close.

#### New Tennis Court

The United Nations Plaza Hotel and Philip Morris agree to split 50/50 the total cost of a new tennis court which amounts to approximately \$25,000 (\$12,500.00 - United Nations Plaza Hotel/\$12,500.00 - Philip Morris). Should the condition of the court deteriorate in the future, both parties will make a joint decision to determine if the court is fit for professional play. The United Nations Plaza Hotel agrees to split 50/50 the total cost of a replacement court.

We understand that the new court will meet Virginia Slims specifications and the United Nations Plaza Hotel will select the color.

#### Practice Time

The on-site tennis court will be available exclusively for the Virginia Slims Championship players use during the following hours:

Saturday, November 10	9AM-6PM
Sunday, November 11	9AM-6PM
Monday, November 12-Friday, November 16	7AM-7PM
Saturday, November 17	9AM-1PM

Virginia Slims Championship will pay \$4,100. for the cost of the 82 court-hours at \$50.00 per hour. The practice court fee shall remain constant over term of agreement.

#### Transportation

All limousines and official Virginia Slims cars should be parked along East 44th Street from the Ambassador Grill entrance back to Second Avenue. Permits, if required, are to be arranged by your Transportation Director with the New York Police Department.

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United Nations Plaza Hotel

Ms. Ella Musolino-Alber - Mr. Bill Goldstein  
Page 5 - September 14, 1990

A tournament desk will be set up at the base of the hotel ramp, against the mirror back to back with the gift shop. The desk will be operative and staffed from Sunday, November 11 at 8:00AM until Monday, November 19 at 3:00PM. We ask that only official Virginia Slims signs be displayed on easels.

A rest area will be available in the Ambassador Grill hallway for drivers between shifts.

A locked closet will be provided to store items during the day and over night.

Virginia Slims will be responsible for the installation cost of the transportation desk telephones. Please advise us of your requirements.

#### Complimentary Suites

The United Nations Plaza Hotel will provide, on a complimentary basis, 2 two-bedroom suites for eight nights during the tournament dates.

#### Due Bill

The United Nations Plaza Hotel will authorize a due bill in the amount of \$7,500.00 per tournament to be applied toward any and all expenses incurred by the Virginia Slims Championship. Each due bill charge will be authorized by Ella Musolino-Alber or Bill Goldstein and must be consumed prior to the next years tournament. The Tennis Court cost installation fee and the hourly court charge is not included in this amount. A total of \$4,100. of this due bill will be applied against the Philip Morris account.

#### Trade Out

The following has been mutually agreed upon by both parties:

The Virginia Slims Championships would agree to utilize the United Nations Plaza Hotel as the "Official Hotel" for the next five Virginia Slims Championships (1990, 1991, 1992, 1993 and 1994). The United Nations Plaza Hotel would be used by the competing athletes, Virginia Slims Championships VIPs, Virginia Slims guests as well as Kraft/General Foods guests.

The United Nations Plaza Hotel would have the right to fully promote and advertise the designation as the "Official Hotel" of the Virginia Slims Championships and the United Nations Plaza Hotel would receive the full cooperation and assistance of the Virginia Slims Championships in garnering publicity for the United Nations Plaza Hotel through media mentions, photo opportunities, etc.

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United Nations Plaza Hotel

Ms. Ella Musolino-Alber - Mr. Bill Goldstein  
Page 6 - September 14, 1990

The United Nations Plaza Hotel would receive one (1) four seat box for all seven sessions of the Tournament. This will include corporate identification on our box and admission to the Courtside Club, the exclusive hospitality area for box and series seat holders.

The United Nations Plaza Hotel would receive one (1) full page advertisement in the Official Tournament Program.

The United Nations Plaza Hotel would receive one full-page editorial in the Official Tournament Program.

The United Nations Plaza Hotel would receive a special public address announcement highlighting the "Official Hotel" designation during each session of the Tournament.

The United Nations Plaza Hotel would receive twenty (20) additional tickets to each session of the Tournament (total of 140 tickets).

The United Nations Plaza would receive mention on Madison Square Garden's 24-hour Telespot Marquee, beginning several weeks prior to the Tournament.

The United Nations Plaza Hotel would receive mention on Madison Square Garden's electronic messageboard located inside the arena throughout each session of the Tournament.

The United Nations Plaza would receive mention in the Official Virginia Slims Championships Fall Newsletter.

The United Nations Plaza Hotel would receive two (2) VIP passes to your exclusive, private Hospitality Suite conveniently located and offering complimentary drinks and hors d'oeuvres.

The United Nations Plaza would receive a list of box and series seat holders to the Virginia Slims Championships for use in direct mail marketing.

Cancellation Policy:

1990 Event

Cancellation of 50% or more of these guest rooms within 14 days of your major arrival date will result in a penalty of one night's room rate for each reservation cancelled.

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United Nations Plaza Hotel

Ms. Ella Musolino-Alber - Mr. Bill Goldstein  
Page 7 - September 14, 1990


1991-1994 Events:

The Virginia Slims Championship agrees to notify the United Nations Plaza Hotel with a 90 day cancellation for the 1991-1994 tournaments.

If all of the above points meet with your approval, please sign and return this letter no later than September 20, 1990 in order for us to hold these arrangements on a definite basis.

We look forward to continuing the relationship with The Virginia Slims Championships and Philip Morris.

Cordially

  
Lynn Mottek Clayton

cc: John Power, General Manager  
Michael Doyle, Manager  
Jim Mastrangelo, Director of Marketing  
June Martinez, Director of Catering  
Cynthia Poggi, Group Sales Coordinator  
Anne Person, Director, Worldwide Operations, Virginia Slims Tennis

Approved by Philip Morris: 

Date: \_\_\_\_\_

2042022291

VIRGINIA SLIMS CHAMPIONSHIPS  
TRANSPORTATION

- . Review preceding year and determine changes.
- . Set policy and clearly outline on lists for limousines and shuttles.
- . Have only one person to authorize exceptions to policy.
- . Airport transportation list....Players and VIP exceptions only. Coaches and parents only if with players.
- . Determine policy with MSG regarding transportation expenses.
  - . Stringer/Stringing machine-VS expense.
  - . Drawsheet drop-off/pick-up-Tournament expense.
  - . Players, coaches, relatives-Players have priority. VS expense.
  - . Steve Gallagher--1 car at his disposal at all times.
  - . National Anthem Singer.
- . Determine schedule: To MSG until 2 hours after matches start, then only runs from MSG.
- . Transport desk should be set up and running by Sunday.
- . Airport transportation starts on Friday.
- . Transportation Desk at hotel assists Concierge in handing out Welcome Bags and needs to receive a daily hotel "alpha" listing.
- . Media shuttle bus to and from the Media Hotel.
  - To site: Two specific times set up...45 and 90 minutes and prior to beginning of matches.
  - From site: PR Director calls MSG Transportation Desk daily to arrange same-day media transport to media hotel. Announcements made in Media Center. Transportation schedule should be posted.
- . Other transportation needs: Media Breakfast; Media Pro-Am; Banquet.

2042022292



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

May 9, 1990

Dear

This letter confirms our agreement to hire you to handle the transportation services at the 1990 Virginia Slims Championships and that you have accepted the following terms and conditions:

Your duties will include coordinating and supervising all aspects of transportation - i.e., sourcing chauffeur suppliers, negotiating contracts, arranging for limousines, organizing media transportation, interviewing drivers, scheduling dispatching if necessary, acquiring needed permits and all other advance and on-site responsibilities, including wrap-up services.

You will also order and oversee the installation of telephone service at transportation desks both at the UN Plaza Hotel and Madison Square Garden.

You will staff the transportation desk(s), including yourself, as follows:

## STAFFING REQUIREMENTS

<u>Day/Date</u>	<u># of Staff</u>	<u>UN Plaza</u>	<u>MSG</u>
Sat, 11/10	one	10AM-6PM	-
Sun, 11/11	two	9AM-6PM or end of practice day	-
Mon, 11/12-Thurs, 11/15	four	8AM-8PM	8AM-1/2 hour after conclusion of last match
Fri, 11/16-Sun, 11/18	four or five	8AM-8PM	8AM-1/2 hour after conclusion of last match
Mon, 11/19	one or two	8AM-2PM	-

2042022293

Page 2

Source: <https://www.industrydocuments.ucsf.edu/docs/kkwl0000>

VIRGINIA SLIMS CHAMPIONSHIPS

COCKTAIL RECEPTION

- . Held at the U.N. Plaza hotel in Suite 2935 on Saturday evening following the matches.
- . All details coordinated by Shari Barman and Annalee Thurston.

2042022295

## VIRGINIA SLIMS CHAMPIONSHIPS

### HOSPITALITY

#### ON-SITE

##### Hospitality Area

- . Room for 150 persons.
- . Small separate curtained-off private meeting area.
- . A coat room with at least four coat racks.
- . Desk set up in corner for ticket distribution.
- . Telephone lines: 1 extension.  
2 outside lines.  
3 instruments.  
3 outlets.  
All three lines should be on each of the instruments, if possible.
- . 3 monitors (Steve).
- . 24-hour security guard (Steve).
- . Use office as store room.
- . Hour of operation: Monday-Friday: 45 minutes before matches  
Saturday: 1 hour before matches  
Sunday: 1 hour before exhibition for promoter brunch
- . Staffing: Set up operating schedule and staffing schedule.  
2 receptionists (Coordinator, Operations)...one to be there at all times, the other to be a runner. \$ 75.00 per day plus a goody bag.  
Waiter Service...to serve drinks, staff buffet and clean-up.
- . Set-up: chairs, couches, tables, flowers, plants, carpeting, pipe and draping. (Steve Gallagher handles all details with New York office.) Attractive trash cans.
- . Catering: Steve Gallagher to submit menus, bar set-up and staffing requirements for New York office approval (by September 15).
- . Need programs from promoter. Use remaining programs after stuffing goody bags.

2042022296

VIRGINIA SLIMS CHAMPIONSHIPS-HOSPITALITY  
(Page two)

Virginia Slims Office

- . Same office location as in 1990.
- . Need 8' table with draping and 6 chairs; plants; trash cans; wall decorations; television monitor; miscellaneous supplies brought by Manager, Operations, from New York office.
- . Telephone lines: One internal extension (need separate instrument), one outside line.
- . Manager, Operations, brings mobile phone with answering machine.
- . 1 person to watch office, answer phone, etc.(Coordinator, Operations hires)...trade with Hospitality receptionists. \$75.00 per day plus goody bag.

Sales Force

- . Trade Relations handles all details.

Media Room

- . Catering Schedule: 4:30 p.m. - 8:00 p.m. -- Hot food (buffet service) with waiter attendant (black pants, white shirt)  
8:00 p.m. - 11:00 p.m. -- Dry snacks; sandwiches; c h e e s e ;  
crackers; cold salads; fruit bowl; popcorn machine; hot dog cart;  
soft beverages. Self service.

Transport Desk

- . Breakfast: Continental.
- . Lunch: Sandwiches.
- . Dinner: \$10.00 per driver cash.
- . Steve Gallagher to submit costs for approval.

BANQUET

- . Menu (Steve Gallagher works with New York office and sets up tasting).
- . Price (Steve Gallagher submits to New York office for approval).
- . Wines (Determined at tasting set up by Steve Gallagher).

2042022297



VIRGINIA SLIMS CHAMPIONSHIPS-HOSPITALITY  
(Page three)

BANQUET (continued)

- . Table seating (determined on Sunday morning of banquet).
  - . Determine number of seats/tables given to promoter, and identify location.
  - . Determine number of seats/tables given to Steve Gallagher, and identify location.
  - . Seat all guests.
- . Player per diem is paid only to players who attend the Banquet.
- . Any player that reaches the quarter finals -- singles or doubles -- must stay. Work with WTA on how to enforce this.
- . Secure orchestra or disc jockey (Steve/New York office).
- . Entertainment (New York office).
- . Reception Desk -- at top of the stairs going into cocktail area.
  - . Secure four(4)secretaries from the New York office.
- . 4 attendants in cloakroom (Steve Gallagher to arrange).
- . Gift (New York office) is distributed to guests upon leaving.
- . Decor/Flowers (Steve Gallagher) with approval from New York office.
- . Invitation deadlines:

(1991)	Banquet	November 24
	RSVPs due	November 11
	Invites out	October 9
	Invites	
	addressed	October 6/7
	into production	September 16
	Artwork approved	September 9
	Designs developed	August 12

2042022298

## VIRGINIA SLIMS CHAMPIONSHIPS

### TICKET NEEDS

- . Coordinator, Operations, works with Trade Relations to determine Sales Force needs. Trade Relations orders and pays for their own tickets directly through the tournament ticket manager.
- . Steve Gallagher receives tickets upon reasonable request.
- . Charity obligations throughout the year in connection with Virginia Slims named events. A certificate (copy attached) is issued by Manager, Virginia Slims Tennis, and must be returned by November 1.
- . Corporate Affairs ticket needs handled the same way as Trade Relations above.
- . All ticket requests must be made in writing to Manager, Virginia Slims Tennis. Any requests for 10 or more tickets will be directed to the tournament ticket manager.
- . Coordinate closely with WTA and tournament regarding player requests.
- . Saturday and Sunday seating diagram for sections C and D is to be approved by Leo McCullagh and Ellen Merlo.
- . See Ticket Analysis memo and usage chart.

### VOUCHERS (see sample attached)

- . Virginia Slims produces (art department) 2,000 vouchers in July which are distributed as follows:
  - . 1,200 to Sales Force to give to their customers as incentives for them to place P.O.S. materials.
  - . 150 for Employee Lottery.
  - . The rest are for miscellaneous ticket requests.
- . Vouchers are only for Monday or Tuesday night sessions and are redeemed at the box office for two free tickets.
- . There is no cost to Virginia Slims except for production of the vouchers.

2042022299

VS CHAMPIONSHIPS-TICKET NEEDS  
(Page two)

EMPLOYEE LOTTERY

- . On October 1, Coordinator, Operations, composes a letter/form for 150 winners of the employee lottery (see attached sample).
- . Coordinator, Operations, coordinates distribution of letter/form with the editor of Happenings.
- . The letter/form is desk-dropped one month in advance.
- . Entries are submitted to the editor of Happenings three weeks in advance.
- . The editor of Happenings draws 100 names and posts the list of winners on bulletin boards 2 1/2 weeks in advance. The list of winners should include information about location, days and times of pick-up (voucher) from Coordinator, Operations. Recommended pick-up times are two consecutive mornings for two hours each, two weeks prior to the event.

EMPLOYEE DISCOUNT TICKETS (see attached form)

- . Coordinator, Operations, works with tournament ticket manager to develop an employee discount ticket form in early September.
- . Coordinator, Operations, takes updated form to Printing Services and coordinates with the Mail Room to have it desk-dropped.
- . All inquiries go directly to Madison Square Garden-(212)465-6500.
- . Deadline date is November 1.

2042022300



January 30, 1991

TO: Deane Weissman  
FROM: Shari Barman  
RE: 1990 Virginia Slims Championships Ticket Analysis

Attached is a chart outlining Virginia Slims' ticket availability and usage for each day of the Championships. As you can see from the 94% usage, we have done a fairly good job of cutting back so as not to have a multitude of wasted tickets left at the end of the event; however, this can improve if we change the request approval policy next year.

In reviewing the ticket requests, I noted the following Trade Relations and Corporate Affairs use in addition to the tickets they may have purchased:

	<u>Trade Relations</u>	<u>Corporate Affairs</u>
Wednesday	6	0
Thursday	5	0
Friday	2	24 (20-Boltz 4-Johnson)
Saturday	2	34 (4-S.Day 20-Boltz 2-Hunsicker 2-Johnson 6-Sarrow)
Sunday	28	22 (20-Boltz 2-Hunsicker)

These numbers are pretty accurate although I may have missed a few.

The rest of the tickets went to the following constituencies:

- \*Philip Morris executives and families
- \*Philip Morris staff
- \*Virginia Slims executives and staff
- \*Domestic tournament promoters
- \*International tournament promoters
- \*WIPTC
- \*Players
- \*Player guests (especially Martina)
- \*Miscellaneous celebrities
- \*KGF (especially Sunday)
- \*Affiliates

continued.....

2042022301

Memo to Deane Weissman  
Page two of two  
January 30, 1991

- \*U.N. Plaza executives and staff
- \*WTA (especially Monday)
- \*Joe Cullman
- \*Promoter special requests
- \*Leo Burnett
- \*Tournament auction winners

A lot of the Philip Morris and KGF tickets were billed back to them for the first time this year. I would like to see more of that in future. I would suggest that these ticket requests be directed to the tournament office but the tournament office would probably tell them to use the Employee Discount form, and I know for a fact that the tickets given out to those who use this form are bad....300 levels. This should be addressed with Ella next year.

Once again we need to have a better system of monitoring the persons to whom we grant requests. I will devise a form to be used for all requests. See my wrap up for further comments on this subject.

We need to keep in mind that Monday through Thursday is not necessarily the best nights to tell people to request because we have fewer tickets available.

ONE LAST THING....In comparing the ticket allocation chart (copy attached) with the tickets actually received, I noticed that there is a discrepancy. The tournament says we received 31 Section F seats (all of them) on Friday, Saturday and Sunday. In fact, there are only 30 seats in Section F and I am assuming we were charged for 31....3 more than we should have been. I know it is a small amount...and I am sorry I did not catch it before....but I think it should be brought to their attention for a credit in 1991.

I believe that between my wrap up and this memo everything regarding tickets has been covered. Please call me if you have any further questions.

Best regards.

/vj  
cc: I. Broeman  
A. Person  
attachment: 3

2042022302



January 31, 1991

TO: Deane Weissman  
FROM: Shari Barman  
RE: 1990 Virginia Slims Championships Tickets Analysis  
Addendum and 1991 Recommendation

In my January 30, 1991, Championships ticket analysis I said that our tickets were well utilized (94%), but what I did not convey very well was that too many people received tickets because we had them available. It is my opinion that it is not necessary for Virginia Slims to buy 1,432 tickets just to have them available to people who should not necessarily be getting them in the first place....this is where we get stuck.

My recommendation for 1991 is to trim the purchased ticket amount by 5% as follows;

<u>Day</u>	<u>Location</u>	<u>Total Seats</u>	<u>Notes</u>
Thursday	0	23	This is assuming we get Joe C's box again
	00	3	
	221	6	
Friday	221	18	All of these people can go on Mon/Tues and use vouchers
Saturday	222	13 (Row E, Seats 1-13)	" "
Sunday	222	13 (same as Sat)	" "
Total:		76	

On top of this slight cut-back, we should also establish a strict policy and stick to it even if tickets go unused...this way we can better determine a realistic amount to cut back for future years.

continued.....

2042022303

Memo to Deane Weissman  
January 31, 1991  
Page two of two

A form should be used for all ticket requests and include the following information:

Date	Use: Personal
Name	Business
Company	Explanation
Department	Request From
Title	Approved by:
	(1 or more)
Telephone Number/Extension	EM
Address	LMc
Ticket Request: 1st, 2nd and 3rd choice	IB
Quantity	DW
Date pulled	Location
Date picked up	
Picked up by (signature)	

As I mentioned before, I will create this form as time gets closer.

Other things to consider:

- \* Do we continue to fill Trade Relations and Corporate Affair ticket requests or do they purchase their own? Even though they get billed back, we have to account for them when ordering.
- \* Ticket requests for Directors and above only?
- \* All other requests to be filled by free vouchers for Monday/Tuesday.
- \* No multiple orders.
- \* Orders of more than 8 per session are directed to tournament office.
- \* USE FREE VOUCHERS FOR MONDAY/TUESDAY.....we did not take advantage of this last year.

I believe that covers everything for now. Please call me if you have any questions or comments.

/vj  
cc: I. Broeman  
A. Person

2042022304

1990 VIRGINIA SLIMS CHAMPIONSHIPS  
Ticket Analysis

Location	Daily Available	Daily Used							Total Available	Total Used	%
		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
44A*	15	15	14	14	13	14	14	13	105	97	92
36A***	8	8	8	8	8	8	8	8	56	56	100
12A*	15	15	14	15	12	14	15	14	105	99	94
B**	35	29	35	35	34	33	33	32	245	231	94
C**	30	29	28	29	30	24	30	30	210	200	95
D/DD**	60	41	60	55	55	54	60	60	420	385	92
F	30(Pr-Su)	na	na	na	na	28	28	29	90	85	94
O	23(Th-Su)	na	na	na	20	23	23	20	92	86	93
00	3(Th)	na	na	na	2	na	na	na	3	2	67
	16(Pr-Su)	na	na	na	na	16	15	9	48	40	83
120	42(Pr-Su)	na	na	na	na	42	42	42	126	126	100
121	23(Th-Su)	na	na	na	20	20	22	23	92	85	92
122	21(Th-Su)	na	na	na	21	21	18	20	84	80	95
220	4(Sat)	na	na	na	na	na	4	na	4	4	100
	24(Sun)	na	na	na	na	na	na	24	24	24	100
221	6(Th)	na	na	na	6	na	na	na	6	6	100
	18(Pr)	na	na	na	na	18	na	na	18	18	100
	65(Sa/Su)	na	na	na	na	na	63	63	130	126	97
222	65(Sa/Su)	na	na	na	na	na	64	60	130	124	95
Totals:		137	159	156	221	315	439	447	1988	1874	94

\*Boxes 44A and 12A can only be purchased for the week.

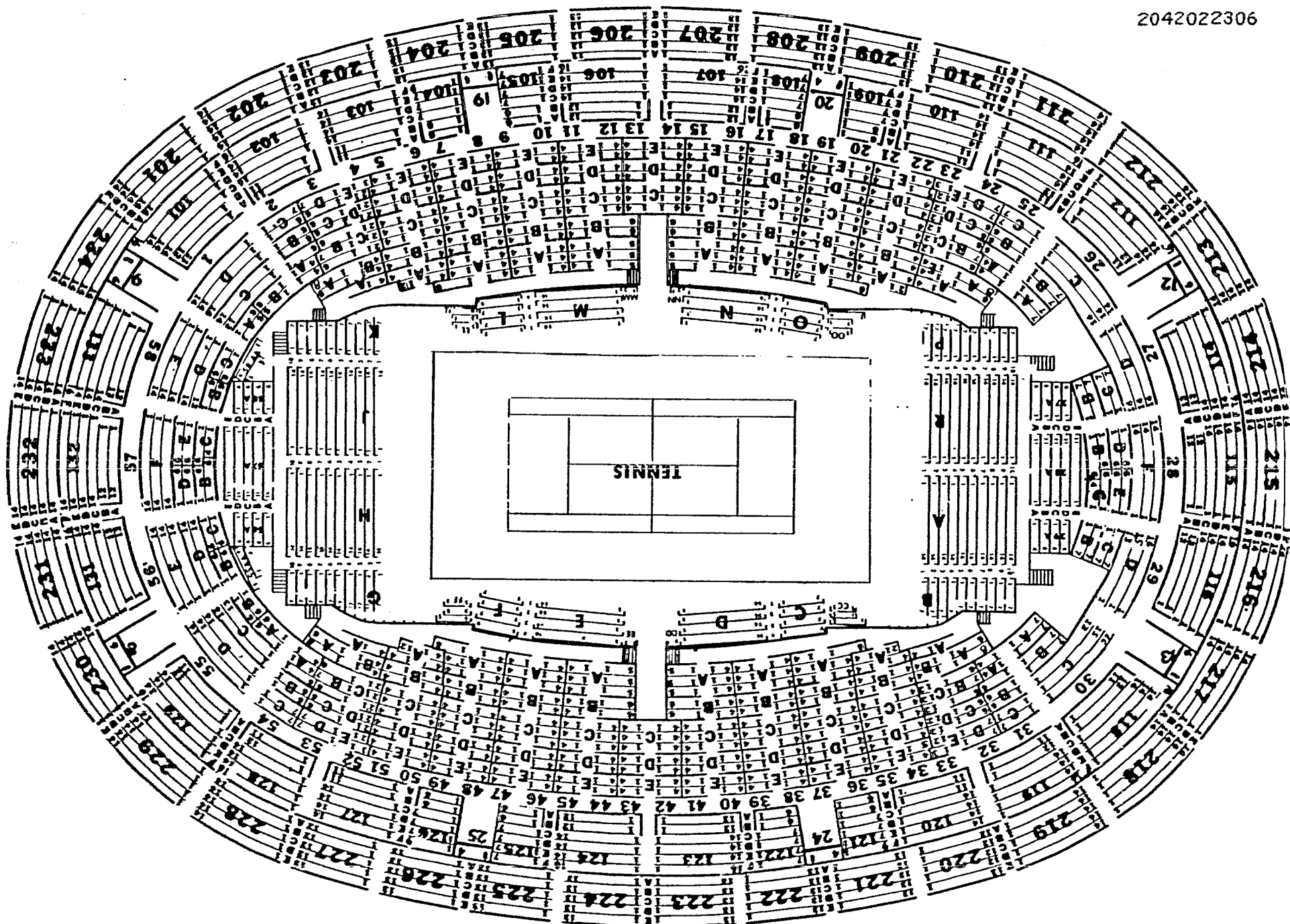
\*\*Sections B, C and D/DD total 125 seats...100 are complimentary by contract.

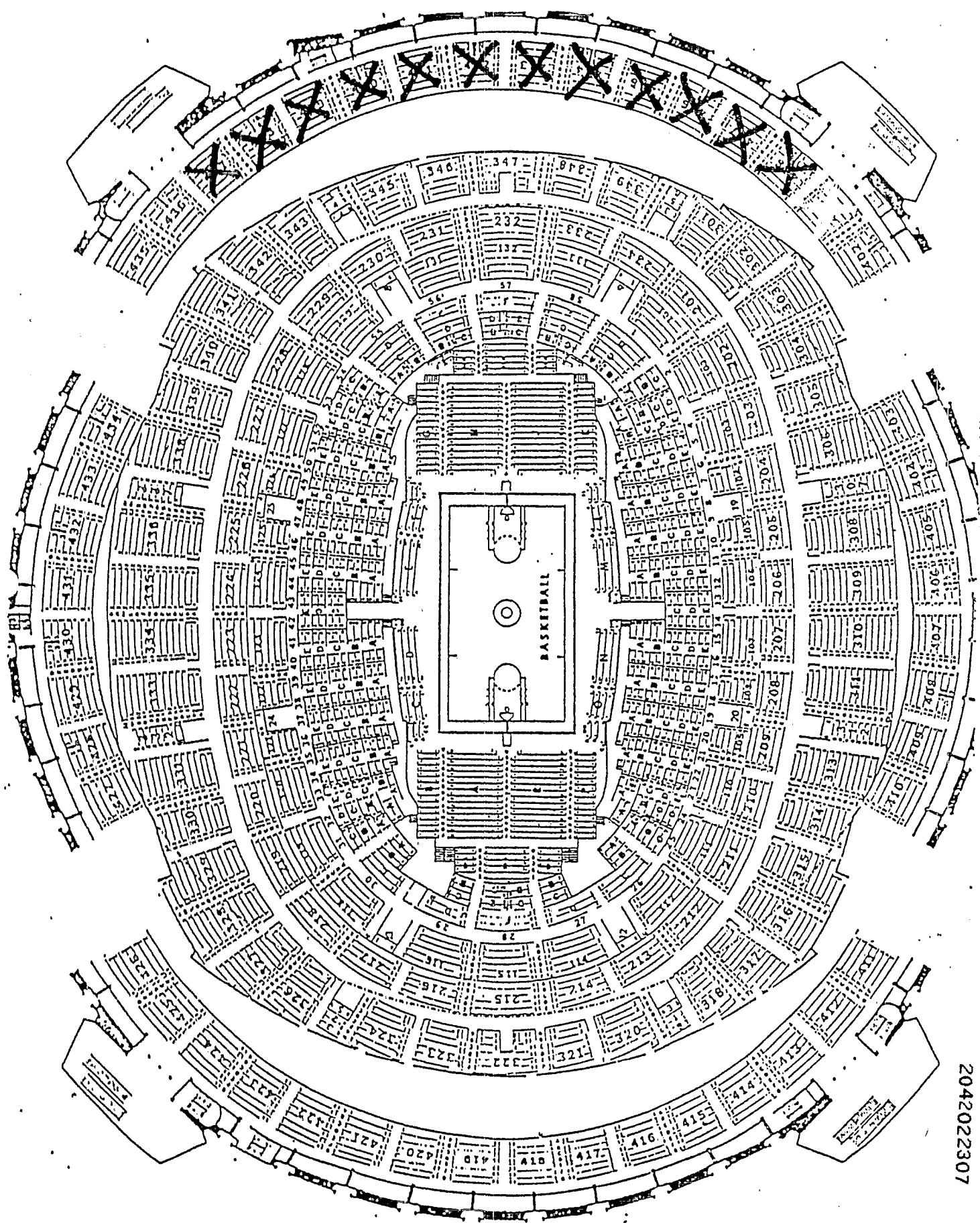
\*\*\*Box 36A is Joe Cullman's box.

\*\*\*\*Total Available tickets consists of: 500 contractual  
56 Joe Cullman box  
1432 purchased

2042022305







2042022307

TICKET VOUCHERS

THE \$3,000,000  
VIRGINIA SLIMS  
CHAMPIONSHIPS



Madison Square  
Garden

**Two  
Free  
Tickets  
Voucher**

November 12, 1990

OR

November 13, 1990

Exchange this voucher at  
Madison Square Garden ticket  
windows for two \$20 or \$16 tickets  
as available

This voucher may not be  
reproduced in any manner.

Good for two tickets only  
for Monday, November 12  
OR Tuesday, November 13.  
Matches start at 5:00 PM.

2,000 vouchers produced by the  
Philip Morris Art Department.  
Dark blue copy on white stock.

2042022308



## G I F T     C E R T I F I C A T E

This certificate entitles the bearer to two tickets to the finals of the Virginia Slims Championships to be held on Sunday, November 24 at Madison Square Garden.

Please send this original to:

Manager  
Virginia Slims Tennis  
120 Park Avenue  
New York, New York 10017

In order to be redeemed, this certificate must reach the above address not later than November 1, 1991.

NAME

ADDRESS

PHONE (daytime)

SIGNATURE

DATE

AUTHORIZED BY

*Deane Gun*  
April, 1991

MG-J/dg

2042022309



G I F T     C E R T I F I C A T E

This certificate entitles the bearer to four (4) tickets to one weeknight session (Monday-Thursday) of the Virginia Slims Championships to be held from Monday, November 18 through Sunday, November 24 at Madison Square Garden.

Please send this original to:

Manager  
Virginia Slims Tennis  
120 Park Avenue  
New York, New York 10017

In order to be redeemed, this certificate must reach the above address not later than November 1, 1991.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE (daytime) \_\_\_\_\_

SESSION DATE REQUESTED \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

AUTHORIZED BY \_\_\_\_\_

*Deane Jones*  
April, 1991

MM/dg

2042022310